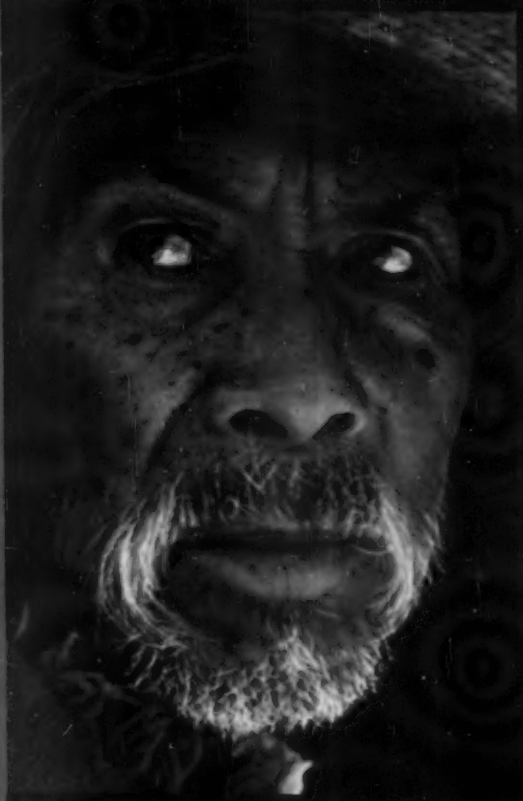
SPECIAL ISSUE: MIDYEAR PICTURE ROUNDUP

POPULAR PHOTOGRAPHY

WORLD'S LEADING PHOTOGRAPHIC MAGAZINE

JULY, 1956 ★ 35 CENTS

3 great
photographs—
3 picture-taking
deas and
echniques



Helen C. Manzer

John Morrin

Eugene R. Mantrin

George Daniell

oming revolution
n color photography

High school
contest winners

Movie camera
ith an electric eye

vin

est

P-35-33619-28
UNIVERSITY OF MICROFILMS
313 NO 1ST ST
ANN ARBOR MICH

Now! get all the color your camera "sees" with

new, high-speed ANSCOCHROME

A finer color film . . . in 6 big ways!

- **SPEED** . . . 1½ stops faster . . . makes your f3.5 lens as good for color as an f2.0 . . . you get *sharper* definition throughout deep scenes . . . *crisper* stop-action shots.
- **COLOR** . . . no "far off" tones, no "wash outs," no "dazzle" in highlight areas. Nothing but true, *living* colors, even in deep shadows.
- **LATITUDE** . . . *plenty* wide, to give you a complete color range from direct sun to extreme shadows over a wider range of exposures.
- **GRADATION** . . . more stable, more uniform for *true* color balance . . . wide latitude helps compensate for exposure errors.
- **IN DIM LIGHT** . . . no "blackouts," but fully-exposed transparencies *without* using a super-speed lens.
- **INDOORS** . . . use Anscochrome, Flash Type with clear bulbs or blue bulbs with Anscochrome, Daylight Type. You get superb color fidelity either way.

Anscochrome's extra speed and latitude are "made-to-order" for capturing detail and every color subtlety in difficult backlighted subjects. Here, note the excellent detail and truthful color reproduction, even in dim-light areas.

...the amazing new color film that's rated at Exposure Index 32... actually 3 times faster than traditional films!

Wide, wide latitude... with Anscochrome! Note how tones and textures . . . retain their clean, *natural* brilliance throughout the full scale.

Direct sun . . . yet, even in highlight areas, there's no "dazzle" or "wash out" . . . water and sky tones are all kept in true color balance.

Action! . . . and Anscochrome's new high speed stops it cold. Colors stay rich, clean, natural. Proof? See the sparkling colors and "frozen" action above.

About processing new Anscochrome

It's easy, inexpensive, and actually, lots of fun to process Anscochrome (or make brilliant Printon prints) in your home darkroom. If you'd rather, use the fast, reliable service of your nearby dealer. A skilled Ansco color finisher will handle your order.

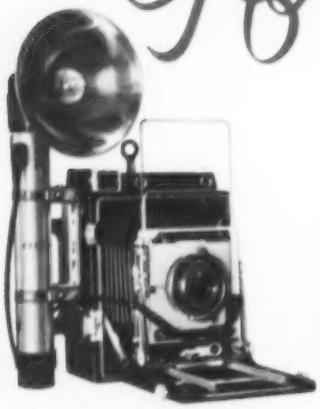
ANSCO, Binghamton, New York.
A Division of General Aniline & Film Corp.
"From Research to Reality."

In 120, 620 (828 in daylight type only) and 35mm rolls . . . and in bulk in the money-saving Easy-Loader. Also in standard sheet sizes.

It's a great year for color with new high speed Anscochrome!

THE GRAFLEX® *Gift Guide*

VACATION
GRADUATION
FATHER'S DAY
BIRTHDAY
WEDDING



Pacemaker GRAPHIC®

The most wanted of all cameras . . . combines rugged dependability with unmatched versatility. A Pacemaker Graphic is the most practical camera for anyone who wants big negatives or transparencies. It has more built-in features than any miniature, folding or reflex camera. Outstanding features include: interchangeable normal, wide angle and telephoto lenses; adjustable coupled Graphic Rangefinder to match any regularly listed lens; and optional focal plane shutter with speeds to 1/1000 second. Ask a Graflex dealer for a demonstration or write for folder.

Complete 4x5 Crown Graphic outfit with 135mm. Optar lens, Graphex shutter, Graphic Rangefinder and Graflite flash unit:

AS LOW AS **$17.58** A MONTH

Stereo Graphic®

EXCLUSIVE
Depthmaster AUTO-FOCUS

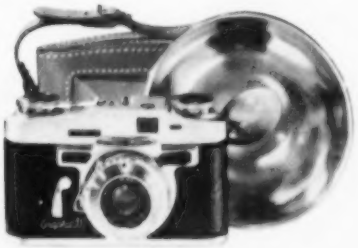
You can take lifelike 3-D Color Pictures as easy as A..B..C..

A..Select correct exposure setting . . . only one dial to set for *Brilliant*, *Bright*, *Hazy* or *Cloudy*. B..Sight and shoot. C..Wind film for next picture.

The Stereo Graphic features exclusive Depthmaster Auto-focus. Insures the greatest in-focus range from foreground to infinity of any stereo camera (matched 35mm. f/4 lenses, color corrected and coated).

Camera only.....$66.50
Complete outfit including leather carrying case, B-C flash attachment and focusing slide viewer:

AS LOW AS **$5.10** A MONTH



GRAPHIC® 35

EXCLUSIVE
PUSH-BUTTON FOCUSING

Designed for easy picture-taking. Push-Button Focusing and the coupled rangefinder assure sharp pictures . . . just squeeze the buttons. Spectramatic settings make color flash photography almost automatic. Visi-Ready scale gives instant depth-of-field reading. Features: choice of extra sharp f/3.5 or f/2.8 lenses, coated and color corrected; shutter speeds to 1/300 second; fully synchronized for flash; built-in self-timer; double exposure prevention; modern styling; and all metal die-cast body construction.

Camera only, f/3.5 lens $77.50
Complete Outfit including camera with f/2.8 lens, leather carrying case and P-L flash unit:

AS LOW AS **$5.40** A MONTH

Prices include federal tax where applicable and are subject to change without notice. Prices are slightly higher in Canada.

GRAFLEX® EASY PAYMENT PLAN 10% DOWN

Now, through an exclusive arrangement, Graflex dealers can arrange low monthly payments for any new Graflex camera or accessory after a low 10% down payment.

GRAPHIC® POLAROID BACK

Fits Graflok Backs of 4 x 5 Graphics. Affords full use of all built-in Graphic features in combination with picture-in-a-minute Polaroid film. Only $83.50. Terms as low as $7 a month.

GRAFMATIC®

Semi-automatic sheet film magazine for the Pacemaker Graphic. Only a split second needed between shots. Perfect for action photography. From $17.95.

STEREO GRAPHIC® VIEWER

Companion to the Stereo Graphic camera. Used to view 3-D stereo slides. Has built-in light, interocular setting, plus right and left hand focusing. Can also be used with available light. Only $12.95.

STROBOFLASH I, II AND IV

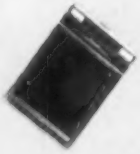
Portable electronic flash units for all cameras having shutters with "X" type synchronization. Cuts cost to as little as a penny a flash. From $89.00. Terms as low as $6.18 a month.

GRAPHIC GRAFLEX PHOTOGRAPHY

400 page master book for the large camera . . . loaded with information for all camera users. Written by experts, covers every phase of photography. Only $6.00.

GRAFLEX® "22"

You can see a print-size preview of your picture with this precision, twin-lens reflex! Twelve 2¼ x 2¼ negatives on 120 size film. New low price of only $74.50! Terms as low as $6.24 a month.



Riteway® FILM HOLDER

The only sheet film holder unconditionally guaranteed for 2 full years. Fits all standard Graphic and Graflok backs on 4 x 5 cameras. A useful, inexpensive gift. $4.95 each.

ROLL HOLDER

Ideal gift for a Graphic owner. Uses inexpensive 120 size roll film without sacrificing the built-in Graphic versatility. From $21.50.

GRAFLEX® *Prize-Winning Cameras*

GRAFLEX, INC., ROCHESTER 8, N.Y.

Graflex Dealers are in the 'Yellow Pages'

ASPHERICS AND THE LENS OF THE FUTURE

The lens of a camera is the vital "eye" of the camera . . . and the speed of that lens is the vital factor in photographic results. Optical science has searched incessantly for the means to faster speeds in lenses. What has held them back?

Simply that the speeding up of a lens tends to have an adverse effect on the lens' quality. To make a lens system of excellent quality the optical designer must keep adding elements to cancel out imperfections caused by preceding elements . . . but in so doing he reduces the effective speed of the lens. If only a means could be devised to maintain quality and yet eliminate excess elements the designer would reach optimum . . . extreme quality plus super-high speeds . . . a lens of far-reaching possibilities capable of opening new horizons in photography.

For years optical scientists have experimented with ways and means of accomplishing this goal. They departed from the accepted conventional spherical lens element to a non-round or aspherical element. The aspherical elements, it was discovered could correct the imperfections caused by the spherical elements in a system.

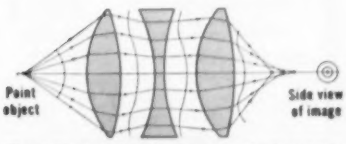
Many attempts were made to use aspheric lenses, the first being about 200 years ago in telescope systems. But the natural tendency of the abrading process used to finish lenses was to produce a true spherical surface. The switch from round to non-round, proved too great. The lens maker was in trouble.

1900 or thereabouts, the problem was partly overcome and a few lenses were produced with reasonable perfection, but with great difficulty and at a prohibitive cost.

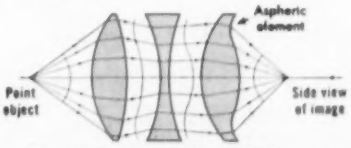
During World War II the need for fast lenses again caused an attempt at aspherical lenses, this time by molding. The lenses were indeed fast but the quality was only fair.

It was not until automation in production machinery and the electronic computor that the solution to aspheric lens problems could be brought into clear focus.

What you see on this page is the end of a 200 year search . . . a magnificent lens which incorporates the first mass-produced aspheric surface and which – incidentally – is the fastest wide angle movie lens in the world.



When light passes through a conventional spherical lens, rays do not meet at common focal point but spread either side of the film area with loss of definition.



Using aspheric lens elements the lens designer reshapes distorted light paths which produces sharp images with perfect resolution at ultra-high speeds.

Elgeet breaks the optical barrier with the Golden Navitar f/1.2 Aspheric Movie Lens that outdates the future.

- 9 elements—Aspheric plus high index rare earth elements guarantee unmatched sharpness over the entire picture area
- Performs magnificently at higher apertures
- Photographs color brilliantly in "available light"
- Resolves perfectly to the very edges of the film
- 66% faster than f/1.5 lens
- Covers 4½ X the area of a normal 1" lens
- Focusing from 1 foot to infinity
- Strikingly clear built-in depth of focus scale
- Click stops
- Braking back for rapid positive orientation
- Hard coated with Elcote for color pure images
- Available in standard C mount or Kodak mount
- Costs less than the "best" lenses which are only nearly as good . . .

$129.50

LOOK FOR THE LENS WITH THE GOLDEN BAND

The GOLDEN BAND – trade mark of the aspheric GOLDEN NAVITARS—is a symbol of distinction put on each lens to signify its ultimate quality and optical advancement.

write for complete information.

Elgeet OPTICAL COMPANY, INC. 833 SMITH STREET • ROCHESTER, N. Y.

POPULAR PHOTOGRAPHY is published monthly by the Ziff-Davis Publishing Company, William B. Ziff, Chairman of the Board (1946-1953), at 64 E. Lake St., Chicago 1, Ill. Entered as second-class matter July 30, 1937, at the Post Office, Chicago, Ill., under the act of March 3, 1879. Authorized by the Post Office Department, Ottawa, Canada, as second-class matter. SUBSCRIPTION RATES: One year, U. S. and possessions and Canada $4.00; Pan-American Union Countries $4.50; all other foreign countries $5.00.

JULY 1956

VOLUME 39, NUMBER 1

POPULAR PHOTOGRAPHY®

including CAMERA and AMERICAN PHOTOGRAPHY

WORLD'S LEADING PHOTOGRAPHIC MAGAZINE

For technical data, see page 109

SPECIAL ISSUE—MIDYEAR PICTURE ROUNDUP

60 6 Ways of Backlighting *photos by George Daniell*
66 Highlights Can Make a Picture *photos by Kay Harris*
68 3 Ways with Children *by Sandi Nero*
74 2 Kinds of Contrast *photos by Benn Mitchell and Walter Chandoha*
76 5 Ways to Shoot Action
80 3 Prize Press Photos
82 4 Special Effects
86 4 Versions of One Negative
88 2 Portraits in Open Shade

COLOR FEATURE

54 The Coming Revolution in Color *by Howard C. Colton*

EQUIPMENT AND MATERIALS

52 New High-Speed Movie Film *by Arthur Holch*
100 Movie Camera with an Electronic Eye
106 The Leica M3D Camera
144 Chicago Trade Show, Part II *by Norman C. Lipton*

PICTURE FEATURE

90 High School Contest Winners

PRINT CLINIC

95 What's Wrong with My Picture?

MOVIES

118 Try Your Hand at Animation, Part II *by Roger Tilton*

134-135 1956 POPULAR PHOTOGRAPHY INTERNATIONAL PICTURE CONTEST

DEPARTMENTS

10 35-mm Today *by Bob Schwalberg*
22 Tools and Techniques *by Norman C. Lipton*
30 Stereo Today *by Robert L. McIntyre*
36 Color Clinic *by David B. Eisendrath, Jr.*
40 What's New—Trade Notes and News
50 Candid Shots
124 New Books
143 POPULAR PHOTOGRAPHY's Traveling Salons
150 Calendar of Exhibitions
152 Market Briefs from Britain

SUBSCRIPTION SERVICE: All subscription correspondence should be addressed to Circulation Dept., 64 E. Lake Street, Chicago 1, Ill. Please allow at least 4 weeks for change of address. Include your old address as well as new—enclosing if possible an address label from a recent issue of this magazine.

CONTRIBUTIONS: Contributors are advised to retain a copy of their manuscripts and illustrations. Contributions should be mailed to the New York Editorial Office and must be accompanied by return postage. Contributions will be handled with reasonable care, but this magazine assumes no responsibility for their safety. Any copy accepted is subject to whatever adaptations and revisions are necessary to meet the requirements of this publication. Payment covers all author's, contributor's and contestant's rights, title, and interest in and to the material accepted and will be made at our current rates upon acceptance. All photos and drawings will be considered as part of the material purchased.

© 1956 by Ziff-Davis Publishing Company. All rights reserved.

Editor
BRUCE DOWNES

Managing Editor
NORMAN C. LIPTON

Art Director
ALBERT GRUEN

Executive Editor
ARTHUR GOLDSMITH

Features Editor
H. M. KINZER

Associate Editors
MARGARET CHURCH, JOHN DURNIAK, CAROL MILLER SMITH, E. V. WENZELL

Art Editor
AILEEN HUNT

Art Associate
ANDREW V. WAHLBERG

Assistant Editors
JOSEPH P. FESCE
HAROLD O. ROSENZWEIG

Editorial Assistant
MARIE ALPERT

Contributing Editors
ALLAN GREEN, BOB SCHWALBERG

Advertising Director
MICHAEL H. FROELICH

Advertising Manager
WILLIAM F. HAZLETT

ZIFF-DAVIS PUBLISHING CO.
WILLIAM B. ZIFF (1898-1953) Founder
EDITORIAL AND EXECUTIVE OFFICES
366 Madison Ave.
New York 17, N. Y.

B. G. Davis
President

Vice Presidents:
H. J. Morganroth,
Michael H. Froelich

Secretary-Treasurer:
George Carney

Circulation Manager
Michael Michaelson

Member
Audit Bureau of Circulations

POPULAR PHOTOGRAPHY, including PHOTOGRAPHY, Trade Mark Registered. Combined with Amateur Cinematography and Prize Photography Magazine, formerly Everyday Photography.

BRANCH OFFICES: Chicago Office, 64 E. Lake St., Chicago 1, Ill.; Los Angeles Office, Jack Edwards, Room 412, 215 W. 7th St., Los Angeles 17, Calif.

CLOSEOUT!

IMPORTER'S CLOSEOUT OF EXAs & EXAKTA

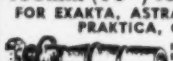
1½" f1.4 AMITAR
TELE-LENS FOR 8mm MOVIES

Coated optics, focusing mount, click stops. Regular 67.50 (specify camera)

BRAND NEW **25.00***

Case 75¢ 65¢ post. & ins.

400mm (16") f5.5 ASTRAGON
FOR EXAKTA, ASTRA 35, PENTACON, PRAKTICA, CONTAX-D



Reg 279.00 BRAND NEW **149.50***

30-DAY TRIAL—YEAR GUARANTY

10% Down Immediate Delivery

90mm f6.8 LEITMEYR

IN COMPUR-RAPID SYNCHRO. WIDE ANGLE for 3¼ x 4¼ & 4 x 5 PRESS. Coated. Formerly 49.50. BRAND-NEW **19.95***

85¢ post. & ins.

2¼x2¼ single lens reflex — REFLEX 66

75mm f3.5 LENS

Built-in Sync, Formerly 135.00. BRAND-NEW **69.50***

Leather Case 8.50 1.80 post & ins

10% DOWN—IMMEDIATE DELIVERY

EDINEX-SYNCHRO

f 2 Coated Schneider XENON

Compur-Rapid Synchro. BRAND-NEW Formerly 79.50 **49.95***

Case 5.50 1.00 post & ins

5.00 Down—Immediate Delivery

2¼ sq. ASTRAFLEX II

f2.8 MEYER TRIOPLAN PRE-SET

Strobe & Bulb Synchro. Formerly 285.00 BRAND-NEW **185.50***

Case 12.50 2.20 post & ins

10% DOWN—IMMEDIATE DELIVERY

4x5 B & J SPEED PRESS

150mm (6") f4.5 Steinheil UNOFOKAL

Compur Synchro Press, cpld RF; flash gun. Formerly 215.00 BRAND-NEW **147.95***

Case 9.95 1.85 post & ins

10% DOWN—IMMEDIATE DELIVERY

HI-SPEED LENS ON BOLEX H-16

25mm BOLEX f1.9 LYTAR; 17mm f1.9 coated wide angle, 75mm f1.9 telephoto all in focusing mounts, click stops.

USED 257.50

Case 23.50 2.75 post & ins

10% DOWN—IMMEDIATE DELIVERY

2¼x2¼ AMIFLEX

Complete with Case & Flash

f3.9 coated lens. Shutter to 1/300. Synchro. All-metal. Formerly 84.50 BRAND NEW **29.95***

1.50 post & ins

5.00 DOWN IMMEDIATE DELIVERY

ONLY 10% DOWN

for any item (or $.00, whichever amount is greater). Pay the balance in EASY MONTHLY PAYMENTS. Include note giving age, occupation, 3 references.

NEW EXCLUSIVE PURCHASE PLAN

Buy your camera in the condition you wish. Just as the you're facing our salesman over the counter. Group A-1 refer to demonstrators, some like-new. Some difficult to tell from NEW. B-1 are definitely used. Subject prior sale. Add 1.50 postage and insurance.

35mm cameras

	New	A-1	B-1
Argus C-3, f3.5 case flash	66.50	37.95	32.95
Bolsey B, f3.2 coated	54.00	22.50	19.95
Contaflex, ctd. f2.8 Tessar	169.50	89.50	67.80
Contax IIA, f2 ctd. Sonnar	336.00	189.50	134.00
Contax IIIA, f1.5 Ctd. Sonnar	412.00	217.00	176.00
Contessa, ctd f2.8 RFMX			67.50
Edinex, ctd f2 Xenon	99.50	44.50	34.95
Graflex Ciro '35, f3.5	59.00	39.50	32.50
Kodak Signet, f3.5	75.00	49.00	36.50
Kodak Retina II, f2 CRF		62.00	49.50
Kodak Retina IIa, f2	149.50	105.95	65.00
Kodak Retina IIIc	190.00	137.50	130.00
Leica IIIF, f1.5 Summarit	358.00	229.00	170.00
Leica IIIF, f2 Summitar	324.50	189.50	142.00
Leica IIIC, f2 Summitar		154.50	112.00

2¼ x 2¼ reflex

Astraflex II, f2.8	285.00	169.50	119.50
Ciroflex D, f3.5 coated	84.50	47.75	31.75
Ciroflex C, f3.5 coated	75.00	49.50	34.95
Flexaretta, f3.5 coated	89.50		32.50
Graflex 22, f3.5 ctd sync	93.50	64.00	40.00
Hasselblad, f2.8 Ektar	379.50	239.50	193.45
Kodak Reflex II, f3.5 ctd	155.00	74.50	49.50
Rolleicord III, f3.5		73.50	56.00
Rolleicord V, f3.5	134.50	99.00	74.00
Rolleiflex Auto, f3.5 Tess		107.00	96.00
Rolleiflex Auto, f3.5 Tess Sync		122.00	99.50
Rolleiflex Auto, f3.5 M-X	229.50	147.00	111.00

8mm cameras

B&H 220, f2.5 coated	39.50		23.00
B&H 134TA, f1.9 coated	159.95	98.50	65.95
B&H 172A, f1.9 coated	195.95	134.50	115.50
Bolex B-8, f1.9 coated	154.50	112.50	86.50
Bolex C-8, f2.5 coated	89.95	64.50	46.50
Revere 84, f2.5	124.50	59.50	

8mm projectors

B&H Monterey, 500w	79.95		43.00
B&H Regent, 500w	179.95	126.50	88.50
Keystone	169.50		74.95
Revere 85, 500w	114.50	78.50	52.95

16mm cameras

B&H 700L, f1.9 coated	365.50	299.50	195.00
Bolex H-16 Leader, f1.9	269.50	184.00	146.00
Bolex H-16 Deluxe, f1.9		229.00	188.50

16mm projectors

B&H 273, A750w	199.95	126.00	
Kodascope, 16/20 750w	225.00		129.50
Revere 48,	182.50	95.00	72.50

slide projectors

Argus PB 300	48.50	39.95	21.00
Golde Manumatic, 300	58.50	49.50	22.95
La Belle 75, 500w case	154.95	124.50	92.00
SVE Skyline, Auto 300	39.50	29.50	26.00
TDC Streamliner, 300w	84.50	68.50	46.00
TK Model D, 300w	67.50	42.00	29.00

press cameras

2¼x3¼ Busch, f4.5	179.50	132.50	117.50
2¼x3¼ Ann Speed Graphic f4.5	219.50	110.95	80.50
3¼x4¼ Ann Speed Graphic, f4.5		112.50	83.50
4x5 Busch f4.5	263.00	122.50	89.50
4x5 B&J f4.5	265.00	119.95	87.50
4x5 Ann Speed, f4.7	249.50	118.00	87.00

Press Cameras with flash gun; coupled rangefinder. SPECIAL BRAND NEW carrying cases, each 9.95 plus 85¢ post. & ins.

35mm EXA VX

Complete with f2.9 Coated Lens & Waist Level Finder

Brand-new 1958 discontinued models. Special arrangement with Exakta Company. SYNCHRO, all famous features. Formerly $85.00.

BRAND NEW **49.95***

Case 7.95 1.25 post & ins

Exa Vx with f2.8 coated Wester, click stops 53.95

10% Down Immediate Delivery

ORIGINAL CARL WETZLAR

7x50 BINOCULARS

CENTRAL FOCUSING

Complete with straps and case. Coated optics. Adjustable bridge. Terrific value.

BRAND NEW **29.95***

*Add 10% Fed Ex Tax

1.35 post & ins 10% DOWN

IMMEDIATE DELIVERY

ORDER TODAY 35mm EXAKTA VX

f 2 COATED C Z PRE-SET

IMPORTER'S DISCONTINUED MODEL

Latest 1958 model. Formerly 336.00. BRAND NEW **199.50***

Deluxe case 8.85 1.50 post & ins

10% Down—Immediate Delivery

35mm ASTRAFLEX 35

f2.8 COATED ZEISS TESSAR

Zeiss Prismascope. Bulb & strobe sync. Formerly $396.00.

BRAND NEW **88.50***

Case 9.75

B.C. Flashgun 8.50

10% DOWN IMMEDIATE DELIVERY

STERLING-HOWARD

MAIL ORDER HEADQUARTERS DEPT. SP-7

561 E. TREMONT AVE., NEW YORK 57, N.Y.

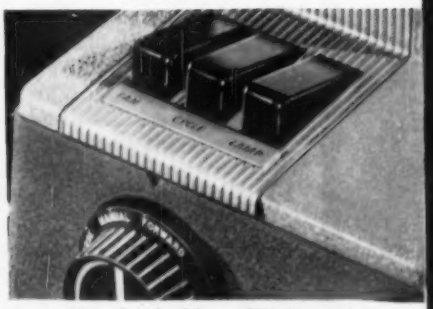
YOU'RE MISSING PLENTY . . . . . .

. . . If you're not receiving the Sterling-Howard News Letter. Interesting, informative photographic news for both the amateur and professional photographer. To get your copy regularly, simply drop a post card to Dept. SP-7 with your name and address clearly printed. Absolutely FREE.

It's totally automatic! Years ahead in design...

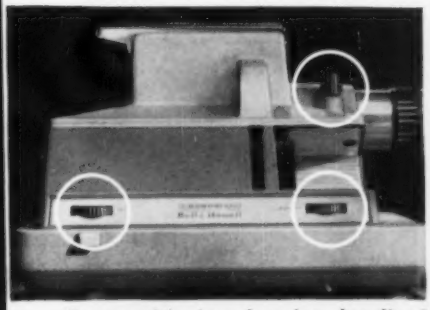
It's front row center for you! The exciting new Robomatic runs itself while you take any seat in the house. It's the most advanced automatic projector on the market today.

"Take-your-choice" time cycle control! Holds slides from 5 to 100 seconds—or shows them as long as you like. Handy pushbutton feature lets you change or hold slides at will.

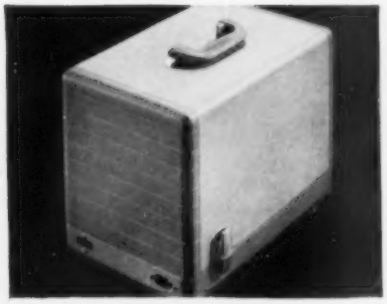


Streamlined "dashboard"! Note convenient control grouping of the fan, lamp and cycle switches. Has control dial for automatic forward, reverse or manual.

Bell & Howell's New ROBOMATIC Slide Projector



Easy positioning, focusing, leveling! Fluted focusing knob gives hairline adjustment. Other controls on same side provide natural "right hand" operation.



Functional beauty, built to last! All-metal, scuff-proof projector fits compactly (with all controls) into matching case. Lightweight, looks good, goes anywhere.

Just set it and relax. Your color slides *show themselves!* You can show up to 45 minutes of slides and never touch the projector. See the all-new TDC Robomatic in automatic action at your Bell & Howell dealer's or write for free folder. Bell & Howell, 7106 McCormick Road, Chicago 45, Illinois. Yours complete, with matching case, only $149.50.

Bell & Howell

Finer Products Through IMAGINATION

paint a photo with a **PENCIL**

most startling advance in photo oil coloring in a decade!

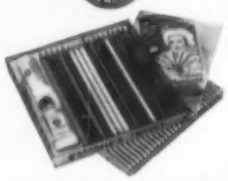
Did you ever think that you could paint photos with the greatest of ease. YOU CAN — with the new, imported MARSHALL'S PHOTO OIL COLOR PENCILS.

Yes you can, without previous art training or special talent, turn out a beautiful hand colored photo. It's as easy as writing. Even fine detail work is simple when you use these unique pencils made for the particular purpose of coloring photographs and photo greeting cards.

Each set contains 18 well assorted colored pencils plus all accessories and full instructions.

For Pleasure — Coloring photos is real fun the easy pencil way.

For Profit — It's easy to make real money by coloring photo greeting cards—so much in demand.



MARSHALL'S
PHOTO-OIL COLORS
the colors the professionals use

- ☐ Send me your FREE booklet "Make Life More Colorful with MARSHALL'S PHOTO-OIL COLORS" ..... FREE
- ☐ MARSHALL'S PHOTO-OIL COLORING GUIDE Special section on Heavy Oils..... $ .25
- ☐ Four diff. 5x7 photos, just for coloring..$1.00
- ☐ THE STUDENT'S SET complete.....$2.95
- ☐ THE PHOTO-OIL COLOR PENCIL SET complete $4.75
- ☐ Our most popular set, THE ACADEMY complete $5.40
- ☐ THE MASTER SET complete.....$13.95

ALL TAXES PREPAID — MONEY-BACK GUARANTEE
C.O.D.'s welcome (send $1 deposit)

Name.....
(Please print plainly)
Address.....
City.....Zone....State.....

Photo Departments Everywhere or Mail Directly to JOHN G. MARSHALL Mfg. Co., Inc. Dept. PP-7, 167 N. Ninth St., Brooklyn 11, N. Y.

35-mm TODAY by Bob Schwalberg

Heavy Artillery for the Miniature

Last month we interrupted our discussion of interchangeable lenses, begun in May, to report on the Chicago trade show. Those of you who have unusually long memories may recall that we divided these optical temptations into six basic groupings, to wit:

(1) *Wide-angle lenses.* Focal lengths: 1 to 35 mm. Angle of view (across 35-mm frame diagonal): 90 to 63°.

(2) *Semi-wide-angle lenses.* 40 to 45 mm, 57 to 50°.

(3) *Normal-focus lenses.* 50 to 60 mm, 46 to 40°.

(4) *Medium-long-focus lenses.* 75 to 135 mm, 32 to 18°.

(5) *Long-focus lenses.* 150 to 300 mm. 16 to 8°.

(6) *Very long-focus lenses.* 400 to 1,000 mm, 6 to 2°.

When our space ran out we were discussing the 75- to 135-mm group. The 135-mm lens has a special significance in that it marks the limit for rangefinder focusing, after which through-the-lens focusing takes over.

Coupled rangefinders are designed to follow the focusing movement of a 50-mm lens from infinity to 3.5 feet. Complex lens mounts translate the focusing movements of other focal lengths into the movements that would be made by a 50-mm lens at the same distance settings. The rangefinder always thinks it's focusing a 50-mm lens, but there's a limit past which this deception cannot be carried.

One reason is the increased movement required by lenses of longer focal length. In moving from infinity to the 3.5 foot setting, a 50-mm lens travels forward slightly less than 1/10 inch, while a 135-mm lens moves almost 8/10 inch. At the same time, the longer lens' reduced depth of field makes focusing accuracy increasingly important.

For lenses longer than 135 mm we must turn to either a single-lens reflex such as the Exakta, Pentacon, Praktina, etc., or resort to reflex housing for the rangefinder camera. The single-lens reflex, especially when equipped with an eye-level roof prism, is almost always preferable, making a more compact outfit without the clumsy double cable releases required by reflex housings to raise the mirror just before exposure. In addition, most housings require manual resetting of the mirror after each exposure. Professionals who shoot long-lens action with Foton and Robot sequence cameras tend to use the housing only for focusing, after which they stop down and blaze away. With the first exposure the mirror flies up, and stays there until it's needed again for refocusing. Until very recently the trouble with this system was the lack of optical finders for long lenses. Marty Forscher, a New York repairman who caters to the professionals, licked this problem by sawing a high-quality binocular in half, masking the field to match the focal length involved, and mounting this directly onto the housing.

The "long-focus," and "very long-focus" groupings were made largely on the basis of their ability to be hand-held. Up to the 300-mm this is possible, if not an undiluted pleasure. From 400 mm on upward it is almost impossible. Exceptions are the new mirror optical systems such as the Zoomar Reflectars and the Wollensak Fototel which allow 500 mm worth of lens to be hand-held easily and effectively.

With conventionally constructed lenses, however, the 300-mm is probably as much as you'll want to hand-hold. Aside from the physical bulk and weight involved, it should be remembered that camera vibration is magnified by the longer focal length in exactly the same proportion as the image size. A 300-mm lens gives six

(*Continued on page* 124)

Press-box shot, made with a 135-mm Nikkor *f*/3.5 lens. Exposure, 1/500 at *f*/8.

AUTOMATIC

Exakta VX

EXAKTA FOR PRESS PHOTOGRAPHY

EXAKTA FOR MEDICAL AND CLOSE-UP PHOTOGRAPHY

EXAKTA FOR SCIENCE AND PHOTOMICROGRAPHY

EXAKTA FOR PORTRAIT PHOTOGRAPHY

EXAKTA PHOTOGRAPHY is the ultimate in picture taking. There is no photographic task too difficult for Exakta . . . that is why it is the preferred camera of famous and discriminating photographers. Because of this versatility, Exakta has become a byword for exact photography.

EXAKTA PHOTOGRAPHY is 35-mm., single-lens reflex photography — a revolutionary technique made possible by Exakta's famous, unique design.

When you take pictures with an Exakta, it becomes your third eye because you actually see through the lens. You see the image of your subject, exact in size, composition, detail and sharpness — as the lens will record it. EXAKTA PHOTOGRAPHY gives you absolute control of every phase of the picture taking process. And, of course, the Exakta VX is equipped with the latest creation by Carl Zeiss Jena — the new and glamorous F/2.0, Biotar 58-mm. lens with automatic diaphragm. Only when you see and handle the VX will you be able to understand fully what automatic EXAKTA PHOTOGRAPHY is.

The Automatic Exakta VX with Penta Prism eye-level viewfinder and Split-image Rangefinder and 58-mm., F/2.0 automatic Zeiss Biotar lens is priced at $392.

We invite you to visit your dealer today and ask him to show you the Exakta VX, or write to us for more information.

EXAKTA CAMERA COMPANY, 705 Bronx River Road, Bronxville 8, N. Y.

Exclusive Factory Appointed Representatives in the U.S.A. for Sales & Service of Exakta and Exa Cameras

SUPER WIDE 140° PICTURES

All On One Negative

PANON WIDE ANGLE CAMERA

The amazing new Panon gets the full sweep of a wide panoramic scene on one negative, in sharpest focus! Gives wonderful reality to all sports, business, travel, aerial and news pictures.

Easy-to-use camera with outstanding features. 50mm f2.8 lens. 3 shutter speeds: ½, 1/50, 1/200. Two spirit levels for accurate alignment. Uses standard 120 film (picture size 4½ x 2) **$495**

You'll enjoy new thrills outdoors with these fine-quality binoculars . . . at SPECIAL LOW PRICES.

KALIMAR BINOCULARS

Kalimar Binoculars have hard-coated optical prisms, fine definition, very flat field, and are very lightweight. Fully guaranteed. Complete with genuine pigskin case.

Kalimar Binoculars are available in 10 models—6x30, 7x35, 7x50, 8x30, 10x50—each with either center focus or individual focus. **$24.75** *up*

For BETTER PICTURES ... For ECONOMY use a

SEKONIC EXPOSURE METER

See the new Sekonic exposure meters now at your photo dealer. You'll be thrilled with the accuracy, the ease of handling and the economy!

SEKONIC LEADER

A versatile meter that is extra sensitive, with long life humidity-proof cell. Simple, quick operation. Amazingly low priced! Only **$6.95**

Case & Chain $1.50

SEKONIC COMPACT

A superb reflected or incident light meter for use with miniature cameras. Clips on camera or can be hand held. Easy to use. Only **$9.95** with Case

SEKONIC MFG. BY

SEKONIC ELECTRIC CO.

TOKYO, JAPAN

NEW YORK OFFICE: 329 5TH AVE.

KENT GADGET BAGS

Extremely practical NEW TYPE gadget bag. *Completely rubber lined,* for much more protection against shock. *Genuine top-grain pigskin.* Zip-around top, with lock. Filter pouche inside top cover. Unique feature quickly converts shoulder strap to a hand strap.

#R-18— 9½" long x 3¼" wide x 8" high $14.50

#R-20—10½" long x 4" wide x 8¼" high 16.50

#R-22—11¼" long x 4¼" wide x 9" high 18.50

Other Kent top-grain pigskin gadget bags . . . from $7.95

EXCELSIOR TRIPODS

The finest compact folding tripod. Attractive, durable and steady; brass tubing (3 sec.—steel), solid metal head.

3-Section: 16¾" extends to 43¾" ..... $ 4.95

4-Section: 15¼" extends to 48¼" 8.95

5-Section: 9¼" extends to 57¾" 12.95

7-Section: 8¾" extends to 36" 12.95

8-Section: 9¼" extends to 47¼" 13.95

Write for name of dealer in your vicinity

Kalimar Inc.

1909 So. Kingshighway St. Louis 10, Mo.

Importers of Quality Photo Products

HEILAND STROBONARS

light your pictures evenly . . .

On or Off Camera

THE PHOTOS TELL THE STORY

Competitive Unit

Heiland Strobonar

These photos—taken with the same exposure on the same roll of film and printed on the same sheet of paper—show the amazingly even light distribution of the exclusive miniature reflector used on Heiland Strobonars, compared with ordinary units. Only light of this quality can eliminate dark corners and hot spots when you use flash on-camera, and—even more importan give evenly lighted pictures when you use flash off-camera, the professional way.

TWO BRAND NEW UNITS

STROBONAR 61A *(Shown Above)*

This is the most compact, versatile electronic flash unit ever offered at anywhere near its price. It's powered by four 20c batteries, furnishing well over 100 flashes, or by built-in AC. Cycling time is 15-20 sec., and a Ready-Light on the head indicates when the unit is operating. Guide numbers for the ENTIRE picture area of a normal lens are 28 for Daylight Kodachrome, 50 for Anscochrome and Ektachrome.

The small, lightweight power pack is smartly styled in handsome gray leather to match the charcoal-and-gray lamphead with its chrome tube. World-famous Heiland quality is built into every part of the 61A—the same dependability that has made Heiland first choice of professionals everywhere. See it at your Heiland dealer's now!

Complete with 10-foot line cord $55.95

(Ask also to see the new Quick-Release Clamp, and brackets and cords for all cameras.) (less batteries)

STROBONAR 62A *(Shown at Right)*

For accessory-clip mounting.

Identical to the 61A, except the capacitor is in power pack instead of lamphead handle. Furnished with shoe insert for accessory-clip mounting. For even more versatility, shoe insert may be removed, and head used on any standard mounting tube or battery case.

Complete with 10-foot line cord $59.95

(less batteries)

WRITE FOR FREE BOOKLET

Heiland

A DIVISION OF MINNEAPOLIS HONEYWELL

HONEYWELL

5200 EAST EVANS AVENUE • DENVER 22, COLO.

Dowling's
FIFTH AVENUE

Visit our Skyline Suite to say "Hello!"

Hitch your wagon to the star! . . . 1956 CONTAX II-A and III-A

ZEISS IKON

Single-window for rangefinder and viewfinder, metal focal plane shutter, removable back, bayonet lens mount, delayed action release, full built-in flash synchronization are just a few of the reasons for the acknowledged leadership of CONTAX! Contax II-A with Tessar coated f/3.5 lens **$247. Cash or $24.70 Down;** with Sonnar coated f/2.0 lens **$298. Cash or $29.80 Down;** or with Sonnar coated f/1.5 lens **$318. Cash or $31.80 Down.** For Contax III-A (with built-in exposure meter) add **$30. Cash or $3.00 Down.**

Selected Contax Lenses and Accessories

Biogon 21mm f/4.5	$199.00 Cash or $19.90 Down
Biogon 35mm f/2.8	166.00 Cash or 16.60 Down
Planar 35mm f/3.5	102.00 Cash or 10.20 Down
Triotar 85mm f/4.0	106.00 Cash or 10.60 Down
Sonnar 85mm f/2.0	189.00 Cash or 18.90 Down
Sonnar 135mm f/4.0	146.00 Cash or 14.60 Down
Stereotar C, 35mm f/3.5's	125.00 Cash or 12.50 Down
Stereo Prism Attachment	39.00 Cash or 3.90 Down
Stereo Viewfinder	10.00 Cash or 1.00 Down

1956 IKOFLEX Ikoflex Ib with Novar coated f/3.5 lens in Prontor SVS shutter **$99. Cash or $9.90 Down;** Ikoflex Ib with Tessar coated f/3.5 lens in Prontor SVS shutter **$119. Cash or $11.90 Down;** Ikoflex Ic with coated Tessar f/3.5 lens in Prontor SVS shutter and built-in exposure meter **$146. Cash or $14.60 Down.**

1956 CONTAFLEX

The gem of all 35mm Single Lens Reflex cameras! Ground-glass eye-level focusing is combined with split image rangefinder. Superb Tessar 45mm coated f/2.8 lens, with fully automatic diaphragm. Contaflex I **$149. Cash or $14.90 Down;** Contaflex II (Built-in meter) **$179. Cash or $17.90 Down.**

SUPER VALUE!
Brand New 1956 PACEMAKER CROWN

Graphic® 45

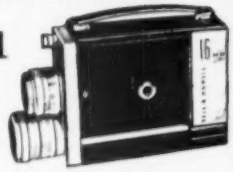
- Latest model of famous 4 x 5 Pacemaker Crown Graphic
- **Complete** with world-renowned Schneider Xenar 135mm coated f 4.7 lens in Synchro-Compur MX shutter
- PLUS Kalart coupled rangefinder installed

Only $199.95 Cash or $19.95 Down!

Quantities limited . . . this offer expires June 30, 1956

World's Only *Automatic* Movie Camera!
Superb new

Bell & Howell
Model 200-EE



This just-released 16mm instrument is a modern miracle of automation and electronics. Built-in photo electric exposure meter and motor automatically sets the lens diaphragm for correct exposure! Also features 5 speeds and easy magazine loading. **Complete** with 20mm coated f/1.9 lens . . .

Only $289.95 Cash or $28.99 Down!

A Cordial Invitation...

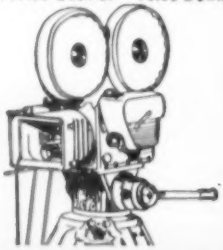
No doubt about the ease of shopping by mail and telephone . . . But it is nice to meet personally our mail order friends. Whether to say "hello" or to talk cameras, you'll find a warm welcome! Our Mail Order Division is on the 20th Floor (Skyline Suite) of that famous landmark, the Flatiron Building . . . The panoramic view of New York is most photogenic. When you are in our home town, please do stop in!

Top-Flight new 1956
AURICON
SOUND MOVIE EQUIPMENT

"Auricon" has long been synonymous with the finest in 16mm sound motion picture equipment. In this proud tradition, D.F.A. is privileged to present these exciting, superb new models . . .

*Auricon Pro-600 (illustrated) Camera-Head	$1165.00 Cash or $116.50 Down
Auricon Super-1200	4652.15 Cash or 465.21 Down
Auricon Filmagnetic	870.00 Cash or 87.00 Down
Auricon Cine-Voice, Single Lens Mount	695.00 Cash or 69.50 Down
Auricon Cine-Voice, Turret Lens Mount	785.00 Cash or 78.50 Down

* Please write for Auricon Pro-600 price schedule for suggested accessory combinations at special prices.



Wherever you live, you may purchase your Auricon directly from DOWLING'S Fifth Avenue with only 10% Down and the balance on easy terms. Shipping and insurance is free. Order today!

UHLER Cine Printers
. . . the standard of perfection!

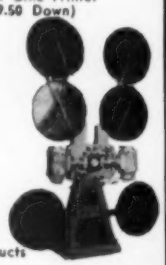
Uhler 16mm Sound Cine Printer! (illustrated)

Makes contact prints of both sound and silent pictures in black and white or color. Prints picture and sound at the same time. 400' capacity; beautiful precision finish. Copies of all your favorite films can be made at about one-quarter the cost of the original. It's easy and lots of fun to make your own prints at home. Titles may be made with double exposed motion background as shown in theatres. Complete instructions are furnished with each machine.

$125. Cash or $12.50 Down

◀ (Uhler 16mm Silent Cine Printer **$95. Cash or $9.50 Down**)

Uhler Combination 8mm and 16mm Continuous Printer ▶ (illustrated)



For professional or amateur movie makers, laboratories, schools and technicians—where the highest quality prints are required. Black and white or color; single or double system sound — film is run through the machine once only. 1200' capacity. Printing speed up to 1600' per hour. Lamps are air-cooled. Built-in filter holder for color film printing.

$685. Cash or $68.50 Down

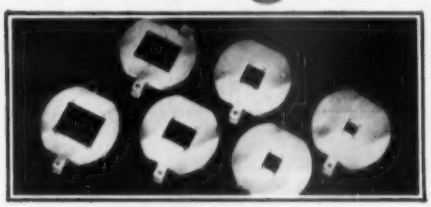
Other Uhler Precision Cine Products

Combination 35mm Continuous Printer for Sound or Silent Pictures (capacity — 6-1200' feed and take-up discs)	$1145.00 Cash or $114.50 Down
Reduction and Enlarging Printer for 8mm and 16mm (1200' capacity)	1056.88 Cash or 105.68 Down
Reduction and Enlarging Printer for 16mm and 35mm (capacity — 4-1200' feed and take-up discs)	2475.00 Cash or 247.50 Down

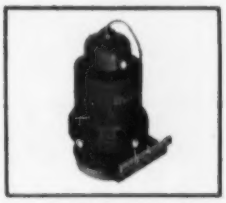
Dowling's 175 Fifth Avenue, New York 10, N. Y.

These Beseler Enlarger Accessories

ENLARGER TABLE
Specially made for Beseler Enlargers. Shelf holds paper, accessories, etc. Each leg has individual level adjustments. Solid and rigid as the Beseler Enlarger. $39.75. Only 10% Down.

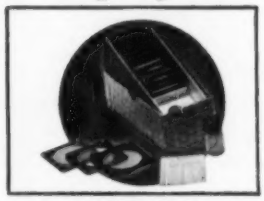


NEGATIVE CARRIERS
Sixteen different glassless negative carriers are available for use with 4" x 5" Beseler Enlargers. All carriers lock positively in the negative stage, rotate for vertical or horizontal images on the baseboard. For film sizes from 16mm to 4" x 5". $7.95 each.



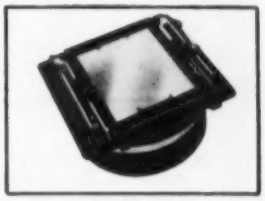
BESCOLOR LAMPHOUSE
Accepts optically active or commercial filter material in their correct position—between condensers. Includes Lamphouse, Condensers, Filter Compartment, Filter Holder. For Models 45M, 45MB. $83.50. Only 10% Down.

help you make better pictures—faster!



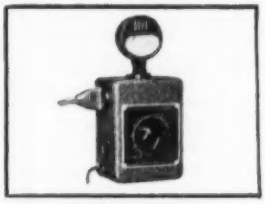
LENS STAGE FILTERS
Get full use of your Beseler Enlarger with these 2⅛" x 2⅛" filters that fit the sliding filter drawer at the lens stage. Standard Red Safety Filter $2.00. Set of 10 "Varigam" Filters $8.95.

COLORHEAD ASSEMBLY
Convert your Model 45M to the new Model 45MC with Condenser Colorhead Assembly including Filter Holder. $48.50. Cost for exchanging your present Model 45M lamphouse for new Colorhead Lamphouse $25.75.

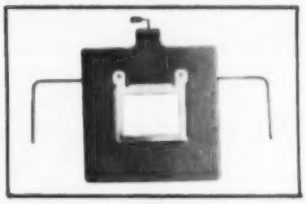


CAMERA BACK
Camera Back accepts all "Graflok" accessories (Polaroid back, cut film, film pack holders). Quickly replaces 4" x 5" Beseler Lamphouse, makes Beseler Enlarger a versatile copy or studio camera. $42.75. Only 10% Down.

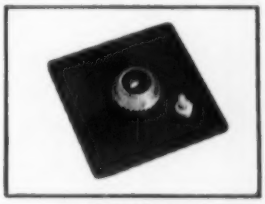
Dowling's has them all!



RESISTROL & VOLTMETER
Resistrol Unit with Voltmeter attaches to Beseler and other enlargers. Shows voltage from power source, allows maintaining constant voltage control up to maximum line voltage. Ideal for color work, etc. Resistrol $15.25. Voltmeter $8.75.



RAPIDSHIFT CARRIER
This glassless rapid shift negative carrier fits all 4" x 5" Beseler Enlargers—takes film sizes from 16mm to 2¼" x 3¼". Only $19.75.



BESELER LENSBOARD
4" x 4" center drilled, with pilot light. Black aluminum. For use with mounting flange or jam nut. $4.95 each. Other special purpose lensboards $5.95 and $9.00. Write for catalog.

BESELER ENLARGER MODEL 45MCB
accepts negatives from 8mm (Minox) to 4" x 5", with Bescolor Colorhead, Resistrol, Automatic Electric Motor, Lifetime Guarantee. $239.75 ($240.75 from Denver West)

Other accessories include Universal Negative Carriers, Eastman Kodak & Wollensak Raptar Lenses, Incandescent Light sources and Beslite Cold Cathode Grid Light Sources, Copy Lights, Condenser Lamphouses for Beslite Models, Enlarger Covers, Calibrated Strips, etc.

FREE BROCHURE describes all these Beseler Enlarger accessories, shows prices from Denver West. *Write to Dowling's for your copy.*

Dowling's 175 FIFTH AVENUE, NEW YORK 10, N. Y.
In a N. Y. Landmark, the Flatiron Bldg. at 23rd St.
Mail Order Showroom, Suite 2000. Tel.: ORegon 4-7900
P-756

Please ship the following immediately: _____

Enclosed is $ _____. ☐ Down Payment ☐ Complete Payment.
I agree to pay $ _____ monthly for _____ months until merchandise is paid for.
I wish to trade in: _____
☐ Give me tentative allowance by mail.
☐ I am shipping equipment for exact allowance.

Your trade-in may be used as down payment! It will be returned at D.P.A.'s expense if you don't accept our top offer.

Name _____
Address _____
City or Town _____ State _____

MAIL TODAY

Rush FREE literature on Accessories
Rush FREE literature on Beseler Enlargers
Rush FREE Dowling's complete 1956 Catalog
Rush pamphlet on "Deferred Payments."
☐☐☐☐

More of D. F. A.'s Guide to the Best in Photographic Equipment

only D.F.A. offers unique

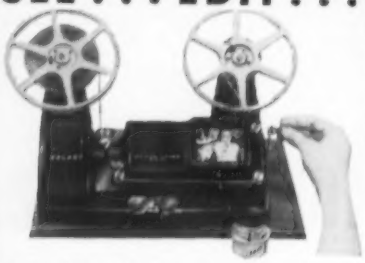
LIFETIME GUARANTEE

Dowling's

175 Fifth Avenue
NEW YORK 10, N. Y.

SEE . . . EDIT . . . SHOW

your home movies the easy table-top way!



- Combines the convenience of a home movie viewer and the usefulness of a film editor in one compact, portable package of home movie entertainment
- Your friends will enjoy your edited movies, without distracting or unrelated scenes
- Brilliant, illuminated screen enlarges your film sharply and clearly twelve times its normal size
- Custom built-in, splicer for quick repairs or for amazingly simple and swift editing of your film
- Film cement supplied free of charge
- "Editing for better movies" (regularly 50¢) FREE on request!

KALART EDITOR VIEWER EIGHT

only $39.50 Cash or

$39.95 Down!

new 1956 Diax IIb

The low priced 35mm PRECISION Camera with COUPLED Rangefinder and INTERCHANGEABLE coated Lenses by SCHNEIDER, Germany!

- Handsome, modern design; rugged construction; extreme compactness.
- Equipped with high-quality SYNCHRO-COMPUR MX fully synchronized shutter with Bulb, Time and speeds from 1 sec. to 1/500th sec. Built-in self-timer.
- Rapid-wind.
- Viewfinder for 85mm/90mm lenses built-in.
- Full line of available accessories.

DIAX IIb with Isconar 50mm f/3.5 lens	$ 99.50 Cash or $ 9.95 Down
DIAX IIb with Xenar 50mm f/2.8 lens	129.50 Cash or 12.95 Down
DIAX IIb with Xenon 50mm f/2.0 lens	159.50 Cash or 15.95 Down

Accessory Lenses for DIAX IIb

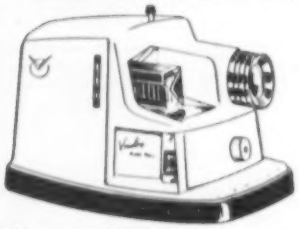
Xenagon 35mm f/3.5 (wide angle)	$69.50 Cash or $6.95 Down
Isconar 85mm f/4.5 (telephoto)	49.50 Cash or 4.95 Down
Tele-Xenar 90mm f/3.5 (telephoto)	89.50 Cash or 8.95 Down
Tele-Xenar 135mm f/4.0 (telephoto)	99.50 Cash or 9.95 Down

FREE illustrated DIAX IIb brochure on request, or place your order **today** directly with DOWLING'S Fifth Avenue for immediate shipment!

America's Largest and Most Distinguished Mail Order Camera Specialists
• Integrity • Reliability

Project-O-Matic

BY VIEWLEX
Fabulous Automatic
35mm PROJECTOR



D.F.A. proudly presents the new VIEWLEX 300 watt PROJECT-O-MATIC . . . it's in a class by itself for beauty, for efficiency, for value . . . featuring VIEWLEX's renowned brilliance and coolness.

Self-contained built-in automatic slide changer. 2 x 2 slides, in any type mount, are automatically projected forward or reverse, and returned to same slot. Holds 60 slides. Quiet, efficient fan-cooling. Visual slide selector window and dozens of other luxury features.

Only $79.50 Cash or **$79.95** Down!

Complete with Slip-on Case and 6 Trays

TREMENDOUS SAVINGS ON D.F.A.'s BRAND NEW 1956 COMPLETE 5-UNIT 8mm TURRET MOVIE OUTFITS!

Every outfit includes the outstanding **camera** of your choice, as listed below, together with the **normal lens** shown. In addition, **each** outfit includes **all** of the following famous-make extras: • coated 6.5mm f/2.5 **wide angle lens** • coated 38mm f/3.2 **telephoto lens** • photo electric **exposure meter** • PLUS your first roll or magazine of 8mm Kodachrome **film!**

KEYSTONE OLYMPIC (roll loading, f/2.5 normal lens)	$139.50 Cash or $13.95 Down
KEYSTONE RIVIERA (magazine loading, f/2.5 normal lens)	159.50 Cash or 15.95 Down
REVERE "99" (roll loading, f/2.8 normal lens)	114.00 Cash or 11.40 Down
REVERE "44" (magazine loading, f/2.5 normal lens)	148.50 Cash or 14.85 Down

Complete 5-unit outfits, as listed above, but with battery of 3 fast coated f/1.9 lenses add only **$35. Cash or $3.50 Down!** Either way, the value is extraordinary. Remember: You'll receive the turret camera of your choice, with 3 lenses, meter and film—COMPLETE and ready to shoot!

PHONE YOUR ORDER TO D. F. A. collect — OREGON 4-7900

ALPA 7

- ONE easy-to-use rim set knob for all shutter speeds from 1 sec. to 1/1000th sec.
- Single-lens reflex "through - the - lens" focusing.
- Accessory clip for Metraphot exposure meter or flash gun.
- In addition to reflex focusing, separate single-window coupled rangefinder and multifocal "sportstype" viewfinder.
- Fully automatic diaphragm for focusing at full aperture and automatic picture taking at any smaller stop.
- Internal flash synch' at all speeds and for electronic flash to 1/50th sec.
- Built-in self timer, with variable delay for any interval up to 15 seconds.
- Kern Switar 50mm f/1.8 APOCHROMAT, with 7 optical elements, is the only lens which is corrected for all 3 primary colors. Offers unsurpassed sharpness and contrast, even wide open: 200 lines per mm!

Exciting New 1956 ALPA Parade

• Your Choice of Lens Determines Price of Camera	ALPA 5 (Prism Reflex)	10% Down	ALPA 7 (Prism Reflex & Range-finder)	10% Down
Schneider Xenon 50mm coated f/1.9 with FULLY automatic diaphragm	$389.00	$38.90	$429.00	$42.90
Kern Switar 50mm coated f/1.8 APOCHROMAT with FULLY automatic diaphragm	419.00	41.90	459.00	45.90
Macro-Kilar E 40mm coated f/3.5 (to 4")	314.00	31.40	354.00	35.40
Macro-Kilar D 40mm coated f/3.5 (to 2")	339.00	33.90	379.00	37.90

For economy-minded photo enthusiasts who don't want to compromise on quality, there's also the fine ALPA 4 with Alorar 50mm coated f/3.5 lens at the remarkably modest price of only $199. Cash or

$19.90 Down!

Superlative new ALPA 7

complete with Kern Switar 50mm coated f/1.8 APOCHROMAT lens and *fully automatic diaphragm* — $459. Cash or

$45.90 Down.

Dear Boss:

Here I am in the Swiss Alps. Beautiful Ballaigues—home of the ALPA—I find to be as hospitable as it is picturesque. Karl Heitz, the American distributor, had sent word ahead, and Pignons S. A. really rolled out the red carpet for me! Yesterday I saw ALPA engineers hard at work putting wide angle and telephoto ALPA lenses through their paces on the resolution charts. Already tested once by the lens manufacturers, this second test demonstrates the meaning of ALPA's unconditional lens guarantee. Here's a list of coated lenses which will make our customers want to get into action:

Angenieux Retrolocus 28mm f/3.5 preset	$129.
ALPA-Alfinar 38mm f/3.5	89.
Schneider-Xenon 80mm f/2.0	169.
Schneider Tele-Xenar 90mm f/3.5	119.
ALPA-Algular 135mm f/3.2 preset	129.
ALPA-Alelar 180mm f/4.5 preset	149.
Tele-Kilar 300mm f/5.6	179.

And the craftsmanship in the Pignons factory is a marvel of Swiss tradition—no wonder the custom-made ALPA is in a class by itself!

Timothy O'Toole

Advertising Manager, D. F. A.

The President
DOWLING'S Fifth Avenue, Inc.
175 Fifth Avenue
New York 10, New York
U. S. A.

Complete ALPA brochure and price list FREE on request!

Dowling's 175 FIFTH AVENUE, NEW YORK 10, N. Y.
In a N. Y. Landmark, the Flatiron Bldg. at 23rd St.
Mail Order Showroom, Suite 2000. Tel.: ORegon 4-7900

Please ship the following immediately: _____ P-756

Enclosed is $_____. ☐ Down Payment ☐ Complete Payment.

I agree to pay $_____ monthly for _____ months until merchandise is paid for.

I wish to trade in: _____

☐ Give me tentative allowance by mail. ☐ I am shipping equipment for exact allowance.

Your trade-in may be used as down payment! It will be returned at D.F.A.'s expense if you don't accept our top offer.

☐ Send FREE literature on _____

☐ Send FREE 1956 Catalog. ☐ Send pamphlet on "Deferred Payments."

Name _____ Telephone No. _____

Address _____

City or Town _____ State _____

• HOURLY AIR SPEED SERVICE

FREE POSTAGE!

Dowling's

175 Fifth Avenue
NEW YORK 10, N. Y.

IT'S ECONOMY TO START WITH THE FINEST!

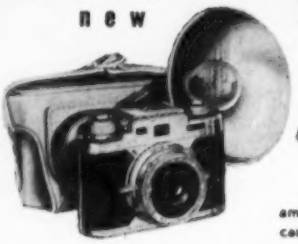
Good movie equipment is a lifetime investment. Because of D. F. A.'s Easy Payment Plan, **you** can afford to own the best **now!** You'll find it pleasant to shop by mail from DOWLING'S Fifth Avenue. Quick, confidential credit arrangements plus fast, personalized service actually may bring us "closer" to you than a local store. **Wherever** you may live, you'll find that D. F. A. means immediate service!

Bolex Paillard

Bolex C-8 with Lytar coated f/2.5 lens	$89.95 Cash or $8.95 Down
Bolex C-8 with Lytar coated f/1.9 lens	119.95 Cash or 11.99 Down
Bolex B-8 with Yvar coated f/2.5 lens	119.50 Cash or 11.95 Down
Bolex B-8 with Lytar coated f/1.9 lens	139.50 Cash or 13.95 Down
Bolex B-8 with Switar coated f/1.5 lens	197.50 Cash or 19.75 Down
Bolex H-8 Leader with Lytar coated f/1.9 lens	269.50 Cash or 26.95 Down
Bolex H-8 DeLuxe with Switar coated f/1.5 lens	438.25 Cash or 43.82 Down
Bolex H-16 Leader with Lytar coated f/1.9 lens	269.50 Cash or 26.95 Down
Bolex H-16 Supreme with Lytar c'f'd f/1.9 lens	394.00 Cash or 34.90 Down
Bolex H-16 Supreme with Switar c'f'd f/1.4 lens	510.00 Cash or 51.00 Down
Bolex H-16 Supreme with Switar coated f/1.4 lens, Switar 16mm coated f/1.8 lens, Switar 50mm c'f'd f/1.4 lens & deluxe H-1 case, complete	824.00 Cash or 82.40 Down
Pan-Cinor Zoom coated f/2.8 lens (for 8mm)	149.50 Cash or 14.95 Down
Pan-Cinor Zoom coated f/2.8 lens (for 16mm)	349.50 Cash or 34.95 Down
Bolex Electric Camera Drive	89.50 Cash or 8.95 Down
Bolex Tripod	78.50 Cash or 7.85 Down
Bolex Titler and Special Effects Kit	299.50 Cash or 29.95 Down
Bolex M-8 Projector with case	169.50 Cash or 16.95 Down
Bolex Combination G8mm-16mm Projector	339.50 Cash or 33.95 Down

Just out! 2 superb new Pan Cinor DIRECT THROUGH-THE-LENS VIEWING zoom lenses for 16mm cameras . . . Pan Cinor 70 (17.5 to 70mm) —**$449.50 Cash or $44.95 Down;** Pan Cinor 100 (25 to 100mm)—**$750 Cash or $75 Down.**

Amazing new BOLSEY Jubilee



Revolutionary SET-O-MATIC thinks for you . . . actually calculates and sets. Truly an amazing invention, giving your camera a built-in brain!

- **PERFECT PICTURES automatically . . . or NEW FILM FREE**
  - **Crystal-bright, split image, coupled rangefinder**
  - **Automatic diaphragm setting**
  - **Automatic film transport release**
  - **Automatic shutter cocking**
  - **High-resolution Bolsey-Steinheil coated f/2.8 lens**
  - **PLUS many other exciting new features**

COMPLETE with flashgun and eveready top grain cowhide case, the great new 35mm SET-O-MATIC BOLSEY JUBILEE is only . . .

$79.50 Cash or

$7.95 Down

FREE Postage!

You'll find this so convenient and economical too. No need for you to estimate shipping costs. D. F. A. pays all regular shipping and insurance expenses . . . and guarantees safe arrival of your equipment. This includes A.P.O., F.P.O. and export orders! Upon request, air shipments gladly made; and you'll be billed just for the slight extra cost!

Just released! AMAZING new Kindermann ENLARGER for MINOX NEGATIVES . . .

- **Light, but rugged steel construction**
- **Truly portable**
- **Built-in filter**
- **Semi-automatic operation**
- **20mm Rodenstock f/2.5 lens**
- **A precision instrument for the Minox perfectionist who wants to do his own fascinating enlarging**

Including condensers, lens and bulb — **complete,** ready-to-use at the remarkable price of only **$49.50 Cash or**

$4.95 Down!

1956 KONICA II

More quality features than any camera in this price range!

- ✓ You only use a single fingertip for focusing.
- ✓ You only use one eyepiece for focusing and viewing.
- ✓ You get more shutter speeds (9 speeds to 1/500 sec.) plus full FMX synchronization.
- ✓ You get needle-sharp, ultra-fast Hexanon coated f/2.8 lens.

Only **$89.75 Cash or** **$8.97 Down!**

KONICA eveready case	$9.75
Autoup (20" to 40")	9.00
Sunshade	1.75

Stop press! NOW a superb 2¼ x 2¼ Twin-lens Reflex with interchangeable lenses!

TELE-KONIFLEX

Complete with normal 85mm f/3.5 Hexanon lens and 135mm f/4.5 Tele-Hexanon — both, of course, with matching viewing lenses . . .

Only $289.50 Cash or **$28.95 Down!**

Tele-Koniflex eveready case ——— **$10.50**

PHONE YOUR ORDER TO D.F.A., *collect*—OREGON 4-7900

Vistascope breaking the Vision Barrier. This 105° photograph without distortion taken with a Vistascope lens on a Leica M3 with 50MM Elmar

VISTASCOPE

BREAKS THROUGH THE VISION BARRIER

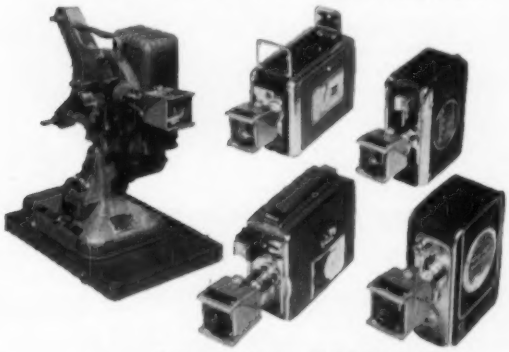
adds a new Depth Dimension! adds a new Width Dimension!

Now your present camera can record pictures that rival the vision of the human eye in *Depth . . . Width . . . "You Are There Realism"*. Only with a Vistascope lens can you actually surpass effects achieved in Hollywood's Cinerama, Cinemascope and Todd-A-O. This is because the exclusive Vistascope lens records an image closer to human vision than any other optical system.

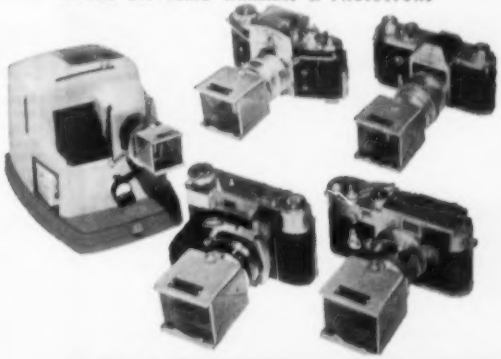
With the unique Vistascope lens and your present equipment, anyone can take and project pictures that look and are more real because they have extra width and extra depth . . . pictures that truly reproduce the actual relative size and proportion of things. And because a Vistascope picture always captures complete realism, you need not concern yourself with the effect of camera angle, or how photogenic a person may be. This is why we say, the unique Vistascope lens breaks through the Vision Barrier.

If you take movies or slides, in color or black and white . . . you must investigate Vistascope. Vistascope lenses cost between $75 and $150 depending on your equipment. For more complete details, fill out the coupon below and mail.

WORKS ON ALL HOME MOVIE CAMERAS & PROJECTORS



WORKS ON SLIDE CAMERAS & PROJECTORS



Some Purchasers of VISTASCOPE

U. S. Air Force	Univ. Purdue	Univ. of Illinois
Navy Ord. Lab.	Univ. Indiana	Merck Chemical
Navy Spec. Devices	Univ. Cal.	Bureau of Standards
Dow Chemical	Vultee Aircraft	

MAIL TODAY — FREE BOOKLET! "How To Take Hollywood Wide Screen Movies And Slides"

Dowling's

175 FIFTH AVENUE,
NEW YORK 10, N. Y.

Model A Vistascope Lens for 8mm
$75. Cash or
only **$7.50** Down

Model B Vistascope Lens
for 8mm, 16mm movies and 35mm slides
$125. Cash or
only **$12.50** Down

Please ship the following immediately: Dept. P-756

☐ Model A Vistascope Lens for 8mm—$75.00
☐ Model B Vistascope Lens for 8mm/16mm movies and 35mm slides—$125.00

Enclosed is $_____ ☐ Down Payment ☐ Complete Payment.
I agree to pay $_____ monthly for _____ months until merchandise is paid for.
I wish to trade in: _____
☐ Give me tentative allowance by mail.
☐ I am shipping equipment for exact allowance.
Your trade-in may be used as down payment! It will be returned at D. P. A.'s expense if you don't accept our offer.
Name _____
Address _____
City _____ Zone _____ State _____

D. F. A.'s 24 HOUR PHONE-ORDER SERVICE

Brings You... PENTRON

The Most Distinguished Name Among High Fidelity Tape Recorders!

PHONE YOUR ORDER COLLECT

Dowling's FIFTH AVENUE

ORegon 4-7900

Yes, wherever you may live — from Maine to California — you are cordially invited to call D. F. A. in New York City. It's FREE! Our phones are open 24 hours a day, every day in the year. Your telephone line leads to D. F. A. Place your call **now!**

This service is limited to Cash or C.O.D. orders for any major equipment we advertise. For budgeted Easy Payment orders, please airmail the coupon on the next page. Or, if you prefer, order by separate airmail letter. Our "No Interest" Easy Payment Plan is confidential, economical, fast . . . and streamlined to meet your needs!

FREE BONUS

for prompt action!

On the first 500 phone or mail order for PENTRON Recorders received as a result of this advertisement D.F.A. will ship **without extra charge** 6 reels of two hour recording tape, valued at $33.00! Just mention: "Include **free** tape." But immediate action is recommended, as the supply is limited!

PENTRON WORLD'S FINEST RECORDERS!

- Real Hi-Fi sound for your movies, slides!
- Make your own Hi-Fi tape records at home!
- Practice speeches, use for dictation!
- Let the youngsters use it for school, parties and dances!

What a wonderful world of sound and fun awaits you and your family with a PENTRON Hi-Fi Tape Recorder. PENTRON Recorders have 1001 different uses. And you'll be surprised at how really versatile these great machines are!

Select any one of 3 superb new 1956 PENTRON models . . .

PENTRON *Pacemaker*

Dual Speaker Recorder with ALL THE MOST WANTED FEATURES!

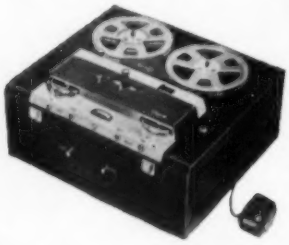
- Unimagic single-lever control
- TWO powerful speakers with high pass filter
- Automatic index counter operates at all speeds
- Instantaneous automatic braking
- Both 7½" and 3¾" per sec. tape speeds
- Straight line loading of tape
- Big 5 watt outut
- Magic eye record level indicator
- Special input jack for recording direct from radio, TV, or phonograph

Regularly $199.95. Special from D.F.A. only $149.50 Cash or **$14.95** Down!

PENTRON *Emperor*

3 Speaker High Fidelity with Separate Roving Speaker for Stereophonic Sound Presence!

Surrounds you with brilliant superb sound! Two heavy duty matched speakers permanently mounted in recorder case. The third speaker is in a separate baffle, and may be placed anywhere in the room. Because only the high tones come from the roving speaker, and the middle and low range from the other 2 speakers, an amazing stereophonic effect is created!



ONLY THE EMPEROR GIVES YOU ALL THESE PROFESSIONAL FEATURES:

- Illuminated VU recording meter
- 10 watt Hi-Fi push-pull amplifier
- Response 40-12000 cps
- Automatic index counter
- Instantaneous automatic braking
- Both 7½" and 3¾" tape speeds
- Unimagic single lever control

Regularly $249.50. Special from D. F. A. only $187.50 Cash or **$18.75** Down!

Top performance at lowest cost . . .

PENTRON *Clipper*

With exclusive Monomatic single-knob control . . . and jam-packed with other features!

- Both 7½" and 3¾" tape speeds
- Straight-line slot loading
- Operates in any position
- Full 4 x 6 Alnico V speaker
- Takes large 7" reels
- Two input and two output jacks
- Simple to operate . . . beautiful to hear!

Regularly $139.95.
Special from D. F. A. only $109.50 Cash or **$10.95** Down!

Dowling's FIFTH AVENUE

10% DOWN

NO CHARGE FOR CREDIT

NO INTEREST!

• 30 DAY FREE TRIAL • LIFETIME GUARANTEE

• FREE POSTAGE AND INSURANCE TO ALL POINTS, INCLUDING APO'S AND FPO'S. HOURLY AIRSHIPMENTS EVERYWHERE.

EASY PAYMENTS FOR CIVILIANS AND SERVICEMEN THE WORLD OVER!

The incomparable new 1956 *Leica* M-3

Leica M-3 w/ Elmar coated f/3.5 lens	$354.00 Cash or $35.40 Down
Leica M-3 w/ Summicron coated f/2.0 lens	447.00 Cash or 44.70 Down
Leica M-3 w/ Summarit coated f/1.5 lens	477.00 Cash or 47.70 Down
Leica M-3 Body without lens	288.00 Cash or 28.80 Down

LEICA M-3 ACCESSORIES

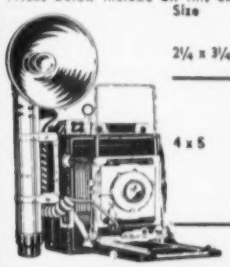
Summaron-M coated 35mm f/3.5 lens	$105.00 Cash or $10.50 Down
Elmar-M coated 90mm f/4.0 lens (standard mt.)	99.00 Cash or 9.90 Down
Elmar-M coated 90mm f/4.0 lens (collapsible)	156.00 Cash or 15.60 Down
Hektor-M coated 135mm f/4.5 lens	141.00 Cash or 14.10 Down
Leica Meter-M	30.00 Cash or 3.00 Down
Adapter, standard Leica lenses to M-3	10.50 Cash or 1.05 Down

OTHER SUPERB NEW LEICA PRODUCTS

Stemar (Leica Stereo), complete	$297.00 Cash or $29.70 Down
Valoy II Enlarger	96.00 Cash or 9.60 Down
Leica IIf with Elmar coated f/3.5 lens	178.50 Cash or 17.85 Down
Leica IIf with Summaron coated f/3.5 lens	222.00 Cash or 22.20 Down
Leica IIIf with Elmar coated f/3.5 lens	238.00 Cash or 23.80 Down
Leica IIIf with Summaron coated f/3.5 lens	282.00 Cash or 28.20 Down
Leica IIIf with Summicron coated f/2.0 lens	336.00 Cash or 33.60 Down
Leica IIIf with Summarit coated f/1.5 lens	36.00 Cash or 36.60 Down

1956 *Pacemaker* GRAPHIC OUTFITS

All brand new, latest models, with factory guarantee! Includes Graflok back • Ektalite screen • new Graphic coupled rangefinder with Rangelite and automatic parallax viewfinder • new full image wire finder • Graflite 3 cell flash gun • deluxe case • film pack adapter or roll film holder • 6 cut film holders • adapter ring • sunshade • 4 filters. Prices below include all this extra equipment! Easy payments available!



Size	Coated Lens in Shutter	Speed Graphic	Crown Graphic
2¼ x 3¼	101mm Ektar f/4.5 (1/800 sec.)	$338.	$299.
	105mm Tessar f/3.5	299.	279.
	105mm Ektar f/3.7	343.	294.
4 x 5	135mm Schneider Xenar f/4.7	299.	279.
	135mm Optar f/4.7	368.	319.
	127mm Ektar f/4.7	368.	319.
	135mm Tessar f/4.5	348.	299.
	150mm Tessar f/4.5	348.	299.
	150mm Schneider Xenar f/4.5	348.	299.
	152mm Ektar f/4.5	386.	337.
	135mm Schneider Xenar f/3.8	348.	299.
	150mm Tessar f/3.5	399.	379.
	150mm Schneider Xenotar f/2.8	499.	459.

New Graphic rangefinder is manufactured for 4 x 5 cameras only. 2¼ x 3¼ outfits are supplied with Kalart coupled rangefinder.

1956 MINOX III-S

Fabulous! Weighs 2½ ozs.; 3" long. Automatic transport takes 50-exposure film. Built-in flash; 9 speeds to 1/1000th sec.; sharp f/3.5 lens. With case and chain $139.50 Cash or $13.95 Down. Minox Electronic flash unit $82.50 Cash or $8.25 Down.

new 1956 Nikon S-2

Life-size rangefinder/viewfinder; rapid film transport; 'full synch'; speeds to 1/1000th sec. With Nikkor coated f/2.0 lens $299.50 Cash or $29.95 Down; or with Nikkor coated f/1.4 lens $345.00 Cash or $34.50 Down. A real gem!

Latest 1956 CANON V

All new Canon V with Canon lens indicated: 50mm f/1.8 $325.00 Cash or $32.50 Down; 35mm f/1.8 $350.00 Cash or $35.00 Down; or 50mm f/1.2 $450.00 Cash or $45.00 Down.

New 1956 Automatic Exakta VX

With fully automatic diaphragm lens listed: Tessar f/2.8 $259.50 Cash or $25.95 Down; Westagon f/2.0 $289.50 Cash or $28.95 Down; Biotar f/2.0 $345.00 Cash or $34.50 Down; Xenon f/1.9 $351.70 Cash or $35.17 Down. With Pentaprism R/F add $47.00 Cash or $4.70 Down.

ALL NEW 1956 RETINA IIIc

Built-in exposure meter and with normal Xenon coated f/2.0 lens in M-X shutter — $190.00 Cash or $19.00 Down. Optional: Curtar 35mm coated f/5.6 wide angle lens $62.50 Cash or $6.25 Down; Longar 80mm coated f/4.0 telephoto lens $82.50 Cash or $8.25 Down. Retina IIc $139.50 Cash or $13.95 Down.

New 1956 automatic SLIDE PROJECTORS

Bell & Howell Robomatic $139.50 Cash or $13.95 Down; Revere "553" $79.50 Cash or $7.95 Down; Revere "555" $89.50 Cash or $8.95 Down; Revere "888" $144.50 Cash or $14.45 Down; Revere "888" Deluxe $159.50 Cash or $15.95 Down. Revere Models include 7 trays.

Outstanding 1956 PORTABLE Typewriters

Hermes Rocket (only 8 lbs.) with case $73.67 Cash or $7.36 Down; Underwood Universal with case $113.10 Cash or $11.31 Down; superb new Color Royal with case $124.75 Cash or $12.47 Down.

1956 POLAROID Land Cameras

Highlander Camera only $69.95 Cash or $6.95 Down. Complete Highlander outfit: camera, flash, meter, case for outfit and 3 rolls of film only $97.50 Cash or $9.75 Down! Speedliner $89.75 Cash or $8.97 Down; New 700 $125. Cash or $12.50 Down.

1956 2¼ x 2¼ Single Lens Reflex Cameras!

Hasselblad 1000F with Ektar coated f/2.8 lens $379.00 Cash or $37.90 Down; Hasselblad Super-wide with Biogon Coated f/4.5 lens $489.50 Cash or $48.95 Down. Exakta 66 with Tessar Coated f/2.8 lens $319.50 Cash or $31.95 Down.

NEW Models 1956 Rolleis

Rolleicord V with Xenar f/3.5 lens $134.55 Cash or $13.45 Down. Rolleiflex with Xenar f/3.5 lens $217.50 Cash or $21.75 Down; or with Tessar f/3.5 lens $232.50 Cash or $23.25 Down. New Rolleiflex 2.8D with Xenotar or Planar f/2.8 lens $291.50 Cash or $29.15 Down.

Top 1956 16mm Equipment!

B&H 70-DR, TTH f/1.9 $385.50 Cash or $38.55 Down; Revere 100' 16mm turret camera (model C-103), f/1.9 $194.50 Cash or $19.45 Down; or f/1.5 lens $252.50 Cash or $25.25 Down; Cine-Kodak Special II, Ektar f/1.4 $1280.00 Cash or $128.00 Down.

1956 KODAK Brownie Movie Outfits

Complete outfits with latest Brownie camera and projector. With single lens (f/2.7) camera $91.25 Cash or $9.12 Down; or (f/1.9) camera $106.50 Cash or $10.65 Down; or turret (f/1.9) camera with wide angle and telephoto $141.50 Cash or $14.15 Down.

ALL EQUIPMENT LISTED IS BRAND NEW—FACTORY PACKED. OUR STOCKS OF BOTH USED AND NEW EQUIPMENT ARE HOWEVER MOST EXTENSIVE. PLEASE WRITE FOR ANYTHING PHOTOGRAPHIC.

Dowling's 175 FIFTH AVENUE, NEW YORK 10, N. Y.
in a N. Y. Landmark, the Flatiron Bldg. at 23rd St.
Mail Order Showroom, Suite 2000. Tel.: ORegon 4-7900

P-756

Please ship the following immediately: _____

Enclosed is $_____. ☐ Down Payment ☐ Complete Payment.

I agree to pay $_____ monthly for _____ months until merchandise is paid for.

I wish to trade in: _____

☐ Give me tentative allowance by mail. ☐ I am shipping equipment for exact allowance.

Your trade-in may be used as down payment! It will be returned at D.F.A.'s expense if you don't accept our top offer.

☐ Send FREE literature on _____
☐ Send FREE 1956 Catalog. ☐ Send pamphlet on "Deferred Payments."

Name _____ Telephone No. _____

Address _____

City or Town _____ State _____

MAIL TODAY

2 way light 3 way power

BRAUN
Hobby
electronic flash

The latest in the famous BRAUN line of electronic flash units is the compact, lightweight BRAUN HOBBY 100. This efficient unit, available through LEICA dealers, has these unusual features: choice of three power sources (dry cell, A.C., or wet cell—A.C. combination); two-way light (light beam switches quickly from 50° angle for normal lenses to 70° angle for wide-angle lenses); a color temperature which eliminates the need for filters with daylight color film.

Watt seconds:	100
Guide numbers:	Kodachrome—50 ASA 100 films—230
Flash duration:	1/1000 second
Flashes per battery:	Dry cell—750 Wet cell—80 per charge
Accessories available:	Connecting cords for many cameras, extension units, A.C. and wet cell power units, dry battery

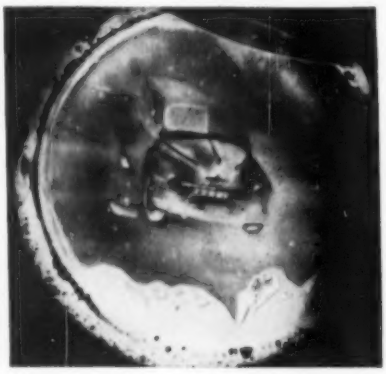
E. LEITZ, INC.
468 FOURTH AVENUE, NEW YORK 16, N. Y.
10135

TOOLS AND TECHNIQUES

by Norman C. Lipton

A round-up of recent developments and significant trends

Thermal Pictures. Late last winter, the daily newspapers devoted a great deal of space to a device recently declassified by the U. S. Army Signal Corps—a unit capable of making instantaneous pictures of objects in total darkness, based upon differences in infrared radiation from their component parts. The unit which is manufactured by Baird Associates, Inc., of Cambridge, Mass., is known as the Evaporograph—called EVA for short. It is primarily a research tool for radiation measurement, yet its sponsors envision a number of important applications in medicine and industry as well. In operation, the device focuses radiations from the subject as an image on an extremely thin membrane in an evacuated cell that is situated between an optical system and a viewer. An extremely thin oil film is condensed uniformly on one side of the membrane. The oil evaporates away from the membrane in proportion to the amount of radiation received at any particular point on it. Observed in reflected light, these differences in oil thickness appear as different colors like oil films on water. Radiation measurements can be made comparing color changes with those of bodies of known temperature and emissivity. A photographic record can be made with a Robot camera incorporated in the apparatus. The Evaporagraph is capable of observing radiation differences corresponding to temperature variations of from one to several thousand degrees F. The optical system has a focal length of 8 inches, a maximum aperture of f/2.25 and an acceptance angle of 5 degrees of arc. It focuses from 6 feet to infinity. The complete apparatus with electronic, photographic, and mechanical gear can be rented for from $100 to $125 per day or purchased outright for $9,500.



Picture of parked automobile at night was made with Evaporograph unit. Notice how hot tires and radiator reproduce as white areas.

Adox Safety Base Film. Our *T&T* item in the April 1956 issue headed *Contagious Nitrate Films* has brought an important clarification of the Adox film-base situation from Eugene C. Anderegg, sales manager of E. Leitz, Inc. official distributors of Adox films in this country. After pointing out the fact that many European films are made on nitrate base and that Adox films are made by Dr. C. S. Schleussner, GmbH of Frankfurt, the oldest manufacturer of film in Germany, Mr. Anderegg's communication states:

"All Adox film distributed by the company (E. Leitz, Inc.) has a safety base. However, certain types of Adox film distributed in other countries do not have a safety base. A small amount of such film has been offered in the past in the American market in 'reloads.' Anyone can buy Adox film with confidence if it is purchased through the franchised Leica dealers."

New "Standard" LVS Shutter. Last February 7, we received a letter from F. Deckel of Munich, Germany, manufacturer of the now famous Synchro-Compur shutter with Light Value Setting, enclosing a description of a new "standard" model of the LVS shutter. This streamlined version of the shutter is intended for use only with cameras that have their shutter-cocking operation actuated by the film-winding mechanism, which may be either standard or lever-operated. The shutter-cocking and release levers and the flash contact are at the rear of the shutter, and the only remaining lever on the front is the green MXV setting which actuates the flash-delay mechanism and the self-timer. All of the scales—Light Value, shutter speed, and lens opening—can be read from above. The pairs of shutter speeds and lens openings (f-stops), which are mechanically coupled for each given light value, face each other, and the combinations applying to the prevailing picture-taking situation are aligned at the same index mark on the shutter housing. The progression of equally spaced shutter speeds, from 1 second to 1/500, are engraved in black; the time exposures from "B" to 2 seconds to 125 seconds, in green. Light Values are in red. Once the proper light value has been established for the scene by exposure meter or calculator, rotating the setting ring to the left increases depth of field (by slowing down the shutter and closing down the lens) while rotating the setting ring to the right increases the shutter speed and corre-

"...there is no short cut to perfection"

Leading in the field of precision optics, the makers of LEICA cameras and lenses have had more than one hundred years of experience in optical science and manufacture. Advanced engineering design, the highest-quality materials, and meticulous craftsmanship of the kind handed down from father to son form the basis for the reputation of the world-famous LEICA lens. Universal acceptance of the LEICA lens as the *optical standard* for 35mm photography emphasizes that "...there is no short cut to perfection."

LEICA lenses excel because they combine speed and resolution with an *optimum over-all correction*. This means that with a LEICA lens, at any aperture, you get: absolute corner-to-corner sharpness and even brightness; superb color correction; and an individually selected focusing mount for each set of lens elements which ensures maximum accuracy in focusing. Not only is each LEICA lens painstakingly inspected during and after the assembling but it is also photographically checked for performance. With a LEICA lens in your camera you have the assurance of a *perfection* made possible by more than a century of experience in fine lens manufacture.

SUMMICRON 50MM, f/2 A triumph in optical engineering—a seven-element lens incorporating a new design principle—utilizing airspace for optical functioning together with newly-developed high-refractive optical glass. The *only* high speed lens that gives maximum corner-to-corner sharpness and even brightness, plus *optimum over-all correction*. The *ne plus ultra* for color photography.

15756

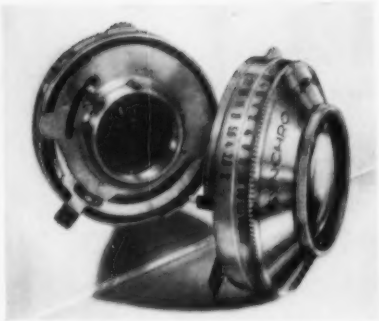
Leica

E. LEITZ, INC., 468 FOURTH AVENUE, NEW YORK 16, N.Y.
Distributors of the world-famous products of Ernst Leitz G. m. b. H., Wetzlar, Germany - Ernst Leitz Canada Ltd.
LENSES · CAMERAS · MICROSCOPES · BINOCULARS

SUPERB!

Write for free descriptive literature to

THE FR CORPORATION
951 Brook Avenue, New York 51, N.Y.
For 23 years manufacturers of quality photographic products



New "Standard" model of Synchro-Compur LVS shutter has controls at rear, is designed for cameras with coupled film-advance and cocking mechanisms; all scales read from top.

spondingly opens up the lens. The new "standard" model of the Synchro-Compur shutter is appearing on recent models of the following cameras: Kodak Retinette, Agfa Super Silette, Braun Gloriette and Baldachette. Others will follow later in the year. The earlier model LVS shutter will continue to be available on cameras which do not have a shutter-cocking mechanism coupled to the film transport.

TV Tape Recording. A progress report on RCA's TV tape-recording system first demonstrated in December 1953 (see *PP*, February 1954, page 120) was issued at the 1956 convention of the Institute of Radio Engineers in New York last March. It was disclosed that it is now possible to record on magnetic tape and rebroadcast over standard commercial telecast facilities the complete video and audio record with up to 15 minutes of programming on a single 20-inch tape reel. The tape speed has been decreased from 30 feet per second to 20, and the half-inch-wide tape now carries seven signals instead of five as originally designed—one track each for the red, green, and blue components of the video image, a fourth for the high frequency components of the color signal, a fifth track to synchronize the elements of the picture, and a sixth and seventh containing the sound portion of the telecast. Another new feature is an automatic tape-speed regulation system to eliminate irregularities that might make the picture jump on the viewing screen during playback.

Color Dictionary. One of the most ambitious and successful efforts to codify and compare the names of colors used in various branches of art, science, commerce, and industry is incorporated in a 158-page hard-covered volume by Kenneth L. Kelly and Deane B. Judd entitled *The ISCC-NBS Method of Designating Colors and a Dictionary of Color Names.* This volume has been published as National Bureau of Standards Circular 553, and is available for $2 from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C. The dictionary includes color names from the various fields of application and relates them all to a common, basic system of designation. It thereby provides a

Now, for the first time in photographic history...you get internal, push-button synchronization of lens diaphragm and shutter... in the single-lens reflex PRAKTINA FX!

The new 35-mm. PRAKTINA FX offers you the latest development in automatic camera design... a new, invisible, *internal* mechanism that swiftly and automatically closes the lens diaphragm down to the pre-selected stop and trips the shutter in split-second succession. Cocking the lens sweep-lever reopens the diaphragm to full aperture. This new feature permits considerably faster operation and more accurate work wherever both are essential.

There is nothing which makes a modern camera more desirable than these advanced PRAKTINA FX features: a three-way interchangeable focusing system—penta prism finder, split-image rangefinder, and waist-level finder; new direct optical viewfinder; focal plane shutter with speed settings from 1/1000 to one full second and intermediate speeds; automatic film transport and shutter cocking; double exposure prevention; freedom from parallax; interchangeability of lenses; fully automatic diaphragm lens; takes wide angle and telephoto lenses ranging from 28-mm. to 800-mm.; self-timer; powerful magnifier for critical focusing at waist-level; built-in flash synchronization for flashbulbs and electronic strobe; takes bellows extensions, extension tubes and microscope adapters.

PRAKTINA FX with Penta Prism eye-level viewfinder and split-image range-finder and 58-mm. f/2.0 Zeiss Biotar lens with fully automatic diaphragm.....$297.50

See the new and exciting PRAKTINA FX—the ultimate in camera design, at your dealer today, or write for colorful brochure.

STANDARD CAMERA CORPORATION

EXECUTIVE OFFICES: 500 FIFTH AVENUE • NEW YORK 36, N. Y.

Exclusive Factory Representatives for PRAKTINA and PRAKTICA cameras in the U.S.A.

common ground for scientists, businessmen, and the lay public at large to identify and compare colors as they are referred to by word of mouth and in written descriptions. Some 7,500 individual color names are included in the compendium. The volume is the end-product of four years of research and study undertaken by the National Bureau of Standards of the U. S. Department of Commerce, in cooperation with the Inter-Society Color Council (ISCC).

Projector Slide Cooling. In our coverage of the annual trade show of the MPDFA last month, we skimmed over a subject that merits more than a passing glance—the slide-cooling feature of the new line of Skan slide projectors made by G-M Laboratories, Chicago. A long-standing problem in the showing of slides in fiber readymounts has been the popping of the image in and out of focus as the transparency heats up in the film gate. Some projector manufacturers approach the problem by preheating and prepopping the transparency before it is moved into the projection position. The new line of Skan projectors, which includes 200-, 300-, and 500-watt models has a fan sealed in at the bottom of the lamp housing which pulls the room air into the housing past the slide and forces the heated air out through the slotted top of the lamp cover. At winter room temperatures, a 2x2-inch temperature-indicating slide in the projection position shows a maximum reading of less than 110 F. In other words, the approach has been to keep the slides so cool that they can't pop during projection.

Odds & Ends. The photographic book publishing firm of Morgan & Lester, New York, famous since the mid-1930s for bringing out such classics as *The Leica Manual, Graphic Graflex Photography,* and *Photo-Lab Index* has been dissolved with the purchase of Henry M. Lester's interests by Willard D. Morgan. Mr. Morgan has reorganized the firm and plans to continue its activities under the name of Morgan & Morgan. Mr. Lester is devoting himself full-time to consultation, research, writing, and editing in the broad field of photography.

. . . The use of selenium compounds, specifically a dilute solution of Kodak Rapid Selenium Toner, in place of the usual dilute sulfide solution, to test for residual silver in prints and negatives, is recommended on the grounds of "better keeping properties" in the paper by Kodak researchers R. W. Henn and J. I. Crabtree, *Selenium Reagents for Residual Silver in Prints and Films*—August 1955, *Photographic Science and Technique.*

. . . The first producer of paper for RCA's Electrofax (dry electrostatic) photographic process was Grant Photo Products, Inc., and the first planned continuous tone application of the material will be in coin-operated photomat machines, according to the December 17, 1955 issue of *Chemical Week* (page 108). Grant is also planning to sell equipment for automatic charging and processing.—

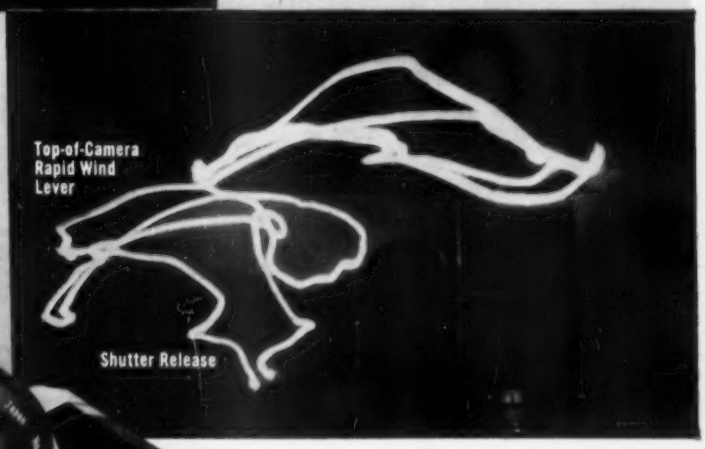
COMPARE THEM
...for speed of operation!

CANON Model V

In this age of split second timing, you can appreciate the importance of having a camera that divides its operation between *both* hands, so that no time is lost in shifting hand positions. These photographs compare the *instantaneous action* of the Canon V with the *unwieldy operation* of the pre-Canon 35mm camera. Here, three exposures were made in rapid succession, while lighted bulbs taped to the operator's fingers trace his movements. Note Canon's extreme *economy of movement;* the right hand cocks the shutter and winds film in a single short stroke, and the shutter finger barely moves off position. Your eye never shifts from the subject because of the sensible division of labor between both hands.

CAMERA "X"

In Camera "X," you must move its top-of-camera lever six strokes to get three exposures. After each two strokes, the shutter finger must *grope* for its position while your eye loses its subject. The waste of motion is graphically charted in this actual test photo. The lighted bulbs' path shows the full burden of operation concentrated in one hand, while the other hand remains idle. *An outmoded concept of camera operation!*



To fully appreciate Canon's functional design and *all* of its efficient operational features, you should see the Canon V first hand, at your Canon Franchised Dealer. Handle it, inspect it, for a revelation in camera "feel." He will gladly show you the complete new Canon System of Photography. Write for the name of your nearest Canon Franchised Dealer.

Canon V

CANON Camera Company, Inc. *U. S. Factory Branch:* 550 Fifth Avenue, New York 36, N. Y.

DO YOU KNOW?

YOU CAN PURCHASE ANYTHING FROM HAMILTON HOUSE FOR ONLY 10% DOWN EASY MONTHLY PAYMENTS

LEICA CONTAX NIKON SALE

	New	Used
Leica IIIA, f2 Summar	—	$ 78.50
Leica IIIC, f3.5 Elmar	—	85.95
Leica IIIC, f2 ctd Summitar	—	95.50
Leica IIIF, f3.5 ctd Elmar	237.00	122.00
Leica IIIF, f2 ctd Summitar	268.50	142.00
Leica IIIF, f1.5 ctd Summarit	357.00	170.00
Leica IIIF, f2 ctd Summicron	336.00	166.00
Leica M3, camera only	288.00	
Contax II, f2 Sonnar	—	71.00
Contax III, f2 Sonnar	—	91.50
Contax IIA, f2 ctd Sonnar	$345.00	134.00
Contax IIA, f1.5 ctd Sonnar	374.00	154.50
Contax IIIA, f2 ctd Sonnar	383.00	168.95
Contax IIIA, f1.9 ctd Sonnar	412.00	174.00
Canon IV S2,f1.8	284.00	131.50
Nikon S2, f1.4 ctd Nikkor	345.00	219.00
Nikon f2 ctd Nikkor	269.00	109.50
Nikon f1.4 ctd Nikkor	299.95	162.50

LEICA LENS SALE

	New	Used
35mm f3.5 ctd Elmar W.A.	—	$ 36.00
35mm f3.5 ctd Summaron W.A.	$ 96.00	54.00
75mm f1.5 Zeiss Biotar ctd	211.50	129.50
80mm f2.8 Zeiss Tes. pre-set	109.50	59.50
85mm f2.8 ctd Steinheil	69.50	32.00
85mm f1.5 Summarex	360.00	—
90mm f4 ctd Elmar	90.00	54.50
105mm f4.5 ctd Kodak Anast	—	32.50
135mm f4.5 Hektor ctd	135.00	61.00
135mm f3.5 Angenieux	89.50	52.50
135mm f2.5 Angenieux	179.50	107.50
200mm f4.5 Leitz Telite, with Reflex housing	250.00	134.50
400mm f5 Astro with Reflex housing	490.00	217.50
600mm f5 Telon, with Reflex housing	715.00	365.00
800mm f6.3 Telon, with Reflex housing	900.00	475.00
200mm f4.5 Steinheil Quinar	149.50	99.50

EXA EXAKTA SALE

		New	Used
Exa	f2.8 ctd Westar, M-X	$ 80.95	$ 37.00
Exa	f2.9 ctd	85.00	34.75
Exakta	f2.9 Trioplan	152.50	72.00
Exakta	f1.9 Primoplan	179.95	99.50
Exakta	f2 ctd Biotar	199.95	111.00
Exakta II	f2 ctd Biotar	239.50	127.50
Exakta V	f2 ctd Biotar, pre-set	316.50	139.50
Exakta VX,	f3.5 ctd Tessar	199.50	124.50
Exakta VX,	f2.8 ctd Westanar	239.50	149.50
Exakta VX,	f2.8 ctd Tessar, pre-set	279.50	149.50
Exakta VX,	f2 ctd Zeiss Biotar	336.00	166.00
Exakta VX,	f1.9 Auto Xenon	341.70	185.95
Exakta VX,	f1.5 ctd Angenieux	369.50	179.00

LENSES

for, Exakta, Contax-D Praktica, Penatacon

	New	Used
28mm f3.5 ctd Angenieux	$120.00	$ 63.00
35mm f2.5 ctd Angenieux	99.50	54.00
40mm f4.5 Meyer Helioplan	54.50	32.50
75mm f1.5 Zeiss Biotar	211.50	79.50
80mm f2.8 Zeiss Tes. pre-set	109.50	59.50
90mm f2.5 ctd Angenieux	94.50	55.00
90mm f1.8 ctd Angenieux	149.50	77.50
100mm f2.8 Meyer ctd pre-set	75.00	40.50
135mm f3.5 Angenieux ctd	89.50	51.50
135mm f2.5 Angenieux ctd	179.50	107.50
7" f2.5 Aero Ektar, foc mount	374.50	139.50
200mm f4.5 Steinheil Quinar	149.50	99.50
400mm f5.5 Meyer Tele Megor	195.00	94.50
500mm f5 Telon	450.00	229.00
600mm f5 Telon	565.00	337.00
800mm f6.3 Telon	750.00	399.00

SLIDE PROJECTOR SALE

La Belle 75 500w, case	154.95	92.00
La Belle 300 Director	60.73	38.00
SVE Skyline Auto 300	39.50	26.00
TDC Mainliner 300 Auto Changer	59.50	27.50
TDC Streamliner 300 W	84.50	46.00
TDC Duo 300 ($2\frac{1}{4}$x$2\frac{1}{4}$)	67.50	29.00
TDC Model D 300w	67.50	29.00

EXAKTA VX

f2.8 coated lens; click-stops
Brand-new disc't. model.
Focal plane shutter, 12 sec to 1/1000; New exposure counter.

Estimate & incl post **126^50^** New

PRISM RANGEFINDER

No Exakta owner should be without one. Combined with viewfinder for EXAKTA V, VX, and EXAS.

Brand-new **25^95^**
Estimate & incl postage — Case 3.50

HASSELBLAD

with 80mm coated Ektar; focal plane shutter; built-in sync. $2\frac{1}{4}$x$2\frac{1}{4}$ reflex size.

Used.... **193^50^**
Estimate & incl postage

CONTAX D

f2.8 coated Tessar; focal plane shutter; Sync for flash & strobe.

Brand-new **89^50^**
case 9.50 — Estimate & incl postage

PRAKTICA FX

f2.8 coated lens; click-stops focal plane shutter; sync for flash & strobe.

Brand-new **56^95^**
Estimate & incl postage

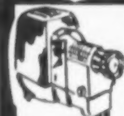
$2\frac{1}{4}$ x $3\frac{1}{4}$ B & J SPEED PRESS

105mm f4.5 Steinheil

Coupled rangefinder; Compur Rapid Synchro shutter; drop bed; all metal construction. Complete with pro flash gun.

BRAND NEW **114^95^**

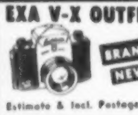
TDC HEADLINER



300w blower-cooled; 5" f4 coated lens; de luxe manual changer; 105 - 110v AC beautifully styled.

Used ...... **27^50^**
Estimate & incl postage

EXA V-X OUTFIT



Brand-New discontinued model. Coated f2.8 lens; click-stops. Plus B.C. flashgun. Regular $95.00

Estimate & incl. Postage **55^00^**

8mm KEYSTONE BRITEBEAM

Many exclusive features.
500w lamp; motor rewind
Blower cooled, 400 ft reel cap

Used **37^95^**
Estimate & incl. postage

IMPORTED MOVIE LENSES

FOR 8mm CAMERAS

	New
6.5mm f1.9	21.00
7mm f2.5	13.75
1½" f1.0	47.50
1½" f1.4	19.75
1½" f1.9	14.95
3" f1.9 (for 16mm)	26.90

incl post

16mm BOLEX H-16

- 25mm f1.9 coated
- 75mm f3.5 Telephoto
- 17mm f2.7 Coated Wide Angle all in focusing mount

USED 215

REVERE AUTO MAGAZINE

Many exclusive features.
500w lamp; f3.5 Anast lens.
Blower cooled, complete with case.

Used...... **59^50^**
Shipped express

4 x 5 SPEED GRAPHIC

Latest anniversary model f4.5 lens; coupled rangefinder; double extension bellows. Used

89^00^
Estimate & incl postage

EXAKTA BELLOWS COMBO

German import. Use for Tele & close-up. For Exakta, Praktica, Pentagon etc. PLUS 105mm pre-set lens. BRAND-NEW **39^50^**

Estimate & incl postage

MINOLTA AUTOCORD

Built-in M-X sync; speed to 1/400th; f3.5 coated lens. Auto film transport. List $99.50.

Used.............. **58^50^**
Estimate & incl postage

8mm B & H "220"

Fast f2.5 coated lens; simplified settings; single frame and continuous run.
formerly $49.95
Used .... **23^00^**
Estimate & incl postage

EXPOSURE METERS

USED, IN EXCELLENT CONDITION

		used
Weston Master II	List 29.95	13.75
GE-PRI	List 32.50	16.25
Norwood Director	List 32.95	16.75
Famous Name	List 15.00	5.50

Estimate & incl postage

7x50 PRISM BINOCULARS

All metal light weight. Coated optics. Complete with case & strap. Indiv foc.

New **21^00^***
* add 10% FET
Estimate & incl postage

PRESS CAMERA SALE

	New	Used
$2\frac{1}{4}$x$3\frac{1}{4}$ Busch f4.5 cpld RF	$179.50	79.95
$2\frac{1}{4}$x$3\frac{1}{4}$ Pacemaker Crown, f4.5 cpld RF flashgun	299.50	117.50
$2\frac{1}{4}$x$3\frac{1}{4}$ Ann Speed Graphic, f4.5 cpld RF, flashgun	219.50	80.50
$3\frac{1}{4}$x$4\frac{1}{4}$ Ann Speed Graphic, f4.5, cpld RF, flash	—	83.50
$3\frac{1}{4}$x$4\frac{1}{4}$ Pacemaker Crown, f4.7 cpld RF, flash	—	117.50
4x5 Ann Speed Graphic, flash f4.7 cpld RF,	249.50	87.00
4x5 Pacemaker Speed, f4.7 cpld RF, flash	348.00	165.00
4x5 Linhof, f4.5, cpld RF, flash	427.50	195.00
4x5 B&J, f4.5, cpld RF, flash	265.00	87.50
4x5 Busch, f4.5, cpld RF, flash	263.00	89.50

35mm SALE

	New	Used
Argus C-4 f2.8 RF MX	$ 84.50	$ 39.50
Bolsey B-2, f3.2 Case flash	66.50	27.50
Bolsey B-22 ctd f3.2 RF	69.50	32.75
Bolsey C, f3.2 ctd RF	89.50	38.00
Contessa, ctd f2.8, RF	—	67.50
Contaflex I, ctd f2.8 Tessar	169.50	67.50
Contaflex II, ctd f2.8 Tessar	199.50	122.00
Graphic 35, f3.5 Case flash	89.50	33.50
Kodak 35, f3.5 RF	85.00	27.50
Kodak Pony 135, f4.5	29.75	15.00
Kodak Retina II, f2 Xenon RF	—	49.50
Kodak Retina IIA, f2 RF	127.50	66.00
Kodak Retina IIC, ctd f2.8 RF	135.00	88.00
Kodak Retina IIIC ctd f2 RF	190.00	110.00
Praktica, f2.8 ctd Tessar	139.50	49.50
Voigt Prominent, ctd f2 RF MX	220.00	122.00
Voigt Vitessa, ctd f2 RF, Sync,	127.50	71.75

$2\frac{1}{4}$ x $2\frac{1}{4}$ REFLEX CAMERA SALE

	New	Used
Ciroflex D, ctd f3.5 Sync	$ 84.00	$ 31.75
Ciroflex E, ctd f3.5 Sync,	99.50	38.50
Exakta 66, f2.8 Tessar-MX	319.50	169.00
Ikoflex IIA, f3.5 Auto	126.00	67.00
Ikoflex IA, f3.5 Tessar	99.00	57.00
Kodak Reflex II, ctd f3.5, Sync	155.00	47.50
Rolleicord III f3.5 Xenar	—	55.00
Rolleicord V, f3.5 Xenar	134.55	75.00
Rolleiflex, Sync, f3.5 ctd Tessar	—	99.50
Rolleiflex MX, f3.5 Xenar	217.50	111.00
Rolleiflex MX, f3.5 Tessar	232.50	119.00
Rolleiflex MX, f2.8 Xenotar	291.50	170.00

8mm CAMERA SALE

	New	Used
B & H 134V f2.5 coated	$ 99.95	$ 37.00
Bolex B-8, f2.5 Turret	119.50	55.50
Bolex H-8 Leader, f1.9	259.50	139.50
Keystone Olympic, f2.5	79.95	43.50
Revere 88, ctd f2.5	74.00	29.00
Revere 84, ctd f1.9 Turret	147.50	80.00
Revere 44 f1.9 Mag Turret	154.50	88.00
Revere B-63, f2.8 Mag	142.50	81.50

8mm PROJECTOR SALE

B & H 253 Monterey 500w	79.95	43.50
Bolex M-8, 500w, case	169.50	94.50
Bell & Howell Regent 500w, Case	179.95	89.50
Keystone K109, 750w	149.50	77.50
Revere, 500w	114.50	46.00
De Jur 750	159.50	72.00

16mm CAMERA SALE

	New	Used
B & H 200T, ctd f2.5 Turret	174.95	107.75
Cine Kodak K100, f1.9	269.00	167.00
Kodak Mag, f1.9	169.50	52.50
Keystone A 12, ctd f1.9 Turret	159.50	87.00
Keystone A 9, ctd f2.5	99.50	55.00
Keystone K 55, ctd f1.9 Turret	174.50	94.50
Revere 16, ctd f1.9 Mag	182.50	67.50
Revere C-26, ctd f1.9 Mag Turret	212.00	99.50

16mm PROJECTOR SALE

	New	Used
B & H 273 A 750w, Case	$199.95	$ 98.00
B & H 173, 750w, Case	299.95	134.50
Keystone A 82, 750w	139.50	62.00
Keystone K 161, 750w	159.50	73.00
Revere 48, 750w	182.50	73.50

hamilton house
Dept. PP 7 545 FIFTH AVENUE
NEW YORK 17, NEW YORK

STATEMENT OF POLICY

All items listed are offered with 30-day trial — 2 year guarantee. No down payment required on trade-ins. Minimum down payment 10%. C.O.D.'s with 10% deposit.

All prices F.O.B., N.Y. Estimate & include shipping & insurance charges, overpayments promptly refunded. Items subject prior sale.

NYI Home Study Training Offers These 7 EASY STEPS TO SUCCESS in PHOTOGRAPHY for YOU

★ **SEND FOR NYI'S BIG FREE** book, chock-full of information—a thrilling behind-the-scenes picture of photography and the tremendous opportunities in it for YOU.

★ **SEE WHAT IT MEANS TO** put yourself in the hands of capable photographers and technicians who prepared the well-printed, illustrated and finely bound instruction manuals.

★ **OBSERVE OUR LEARN-BY-DOING** methods by which you master the latest techniques through practical picture-taking assignments — the very heart of NYI's world-famous training methods.

★ **FIND OUT HOW YOU CAN** earn while you learn—make enough money to pay for your course as well as put extra earnings in your pocket during your training.

★ **DISCOVER HOW YOU GET** individual attention—as you progress toward real standards of craftsmanship while your work is personally supervised, checked and graded by NYI's expert staff.

★ **LEARN THE VALUE OF** special help — our instruction staff is no further than your mail-box for advice on equipment, darkroom layout, business methods, special photographic problems of all kinds.

★ **INVESTIGATE LIFETIME NYI** membership rights—to all the various services and privileges, included with your Certificate of Graduation, that are yours throughout your photographic career.

Regardless of your age, education, or previous experience, NYI can train you quickly for success in photography—as a career, for spare-time earning, or as a profitable hobby. No expensive equipment necessary! Take the first step now. Send for NYI's big FREE book. Mail the coupon TODAY!

NEW YORK INSTITUTE OF PHOTOGRAPHY
Dept. 99, 10 W. 33 Street, N.Y. 1, N.Y.
Approved Member, National Home Study Council

—Business and
lions yearly on
esearch, sales
blic relations.

BRIDAL—This well-paying phase of photography demands the utmost skill and attention right down to the last important detail.

photographers
most out of
anywhere—

RESORTS — Publicity pictures are used the year 'round to lure the public to far-off winter and summer playgrounds everywhere.

46th YEAR

One of America's OLDEST and LARGEST PHOTOGRAPHY SCHOOLS
Approved by State of New York
Leadership since 1910

VETERANS: Both Resident and Home Study Courses — APPROVED FOR ALL VETERAN TRAINING

RESIDENT TRAINING COURSES — Visit, write or phone our Resident School if you prefer On-the-Spot training. Your choice of four regular courses or special short-term courses, tailored to your individual requirements. Complete facilities include 14 studios, 18 streamlined labs, glamorous models, all types of cameras, and the finest up-to-date Speedlight and Color equipment. Day and night sessions. Co-ed Deferred payment plan. Free Placement Service.

NEW YORK INSTITUTE OF PHOTOGRAPHY
Dept. 99, 10 West 33 Street, New York 1, N.Y.

Please send me complete information regarding
☐ Correspondence Course ☐ Resident Training

Name _____

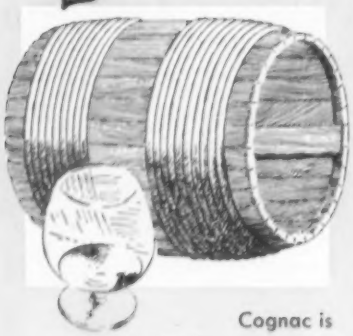
Address _____

City _____ Zone ____ State _____

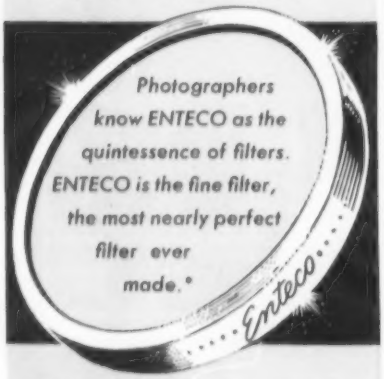
☐ Check if eligible under new G.I. Bill.

SEND FOR BIG FREE BOOK TODAY!

the quintessence



Cognac is made only in the Cognac District of France, and by an ancient process, defined and protected under French law. From vineyard to table, a great Cognac is seventy to one hundred years in the making. It is revered everywhere as the quintessence of wine.



ENTECO FILTERS mean fine shots **more often** for you . . . and true color balance for your color work. Perfected in Enteco's own optical plant, tested six times in process, they are by far the best filters you can buy. Protected by a handy case, with full directions, all types are available in sizes 21.5 mm, Ser. 4-9. Priced from $1.50 to $9.50.

ENTECO data and information charts are a MUST for every photographer. Write for the complete set FREE!

**Electrical Testing Laboratories, Inc., found ENTECO'S transmittance curve on Type A (B5) filters within .3 of 1% of the established standard. Two other popular filter brands were off by 9.5% and 27.5% respectively.*

Enteco

manufactures America's finest Filters and most complete range of Polarizers, Adapter Rings, Lens Hoods.

ENTECO INDUSTRIES, INC.
610 Kosciusko St., Brooklyn 21, N. Y.

STEREO TODAY by Robert L. McIntyre

Down in Mexico City there are times when viewers see two pictures, side by side, when they tune in station XHGC on Channel 5. They have learned not to call in the TV repairman, though. Their screens look normal again after Jaime del Campo has finished another experimental telecast in 3-D.

A few viewers get to see the curvesome senoritas in stereo as the program progresses. They are the ones who have purchased Stereo-Visors—gadgets which are worn much like spectacles and contain mirrors that make it possible to fuse the two pictures into one stereoscopic view.

Jaime del Campo is a rather loose translation of James F. Butterfield, and is the name that young man from Chicago's far north side has adopted during a five-year career as television producer in Mexico. He has had ample opportunity to experiment in the relaxed atmosphere of Mexico City's Television Center, and has come up with some unique ideas for applying old principles to the new medium.

He has several approaches to stereo. Easiest to visualize is one which employs a mirror device not unlike the Stereo-Tach on the television-camera lens. It produces two images, side by side, which are identical except for stereoscopic differences and are transmitted in the usual manner. The viewer sees two pictures on his television screen at home and reaches for his Stereo-Visor, which works like the lens attachment in reverse. Once he has put it on and adjusted it properly, he sees the two pictures as one with depth.

It's only a step from this 3-D system to an inexpensive one that Jaime has developed for color TV. Televising two separate images, side by side, is the key to this one, too. One is filtered red-orange at the camera; the other is blue-green. They are telecast in monochrome, of course, but each retains the characteristics of a picture taken with the filter used for it. The viewing device is a box, placed before the television screen, which contains appropriate filters for each picture and a system of mirrors and lenses to project the images in superimposition on a screen. The color picture thus formed can be viewed without glasses.

What about quality? As might be expected, it's a long way from perfect. Yet in some applications even near perfection is not required if cost is low enough, and both these systems are undeniably inexpensive. Maybe someday we'll be saving box tops to send in with half a dollar for viewing equipment to see special programs in color or 3-D.

Stereo Sequences

There's a new type of competition for stereo fans, conducted by the Photographic Society of America's stereo division and sponsored by Emde Products, Inc., of Los Angeles, makers of stereo slide mounts. It offers a first prize of $200, second prize of $50, and four $25 honorable-mention awards. Each entry must consist of a stereo-slide sequence, defined as two or more pictures numbered in order for consecutive viewing.

Many fans have bemoaned the restrictions of the conventional exhibitions. They force you to tell your story in a single picture which usually must stand alone at the judging without even a title to back it up. Rules of the Emde Stereo Award contest do not require title slides, captions, or narration, but you are free to make use of them if you wish.

Closing date is September 4, and the judging will be held at Metropolitan Stereo Club in New York on September 14. All slides must be in 1⅝x4 mounts, bound in glass. The competition is open to all stereo fans, whether PSA members or not. For rules, write Jean Brooks, Secretary, PSA Emde Stereo Award Committee, P. O. Box 25, Palisades Park, N. J.

Two pictures are televised at once in this experimental stereo system. They appear side by side on the receiver screen (below). To fuse the two images the viewer must use a mirror device, worn like a pair of spectacles, which Jaime del Campo (right) adjusts over his wife's eyes. The system also is adaptable for color, with two filtered images telecast in place of the stereo pair.

FROM GERMANY, WHERE THE WORLD'S FINEST CAMERAS ARE MADE...

we bring you the

EDIXA

RANGEFINDER MODEL C

a precision camera for only $49.95

There is a wonderful feeling of pride and self-esteem which comes with owning an Edixa Rangefinder C camera, for the Edixa is an example of traditional German craftsmanship at its best! Prominent personalities in many fields, all people of discriminating taste, have discovered the fine qualities and wonderful values inherent in the EDIXA—a product of Germany, renowned optical center of the world.

Here are some of the exciting features of the Edixa Rangefinder Model C:

GREAT F/2.8 ISCONAR LENS
The Isconar F/2.8 color-corrected lens renders an extremely high degree of brilliance and sharpness in color and black and white. You'll get fine crisp pictures everytime.

COUPLED RANGEFINDER
Edixa's new, large, brilliant rangefinder is automatically coupled and scientifically balanced to assure pin-point sighting and smooth focusing. Every picture will be needle-sharp and clear.

AUTOMATIC RAPID-WINDING LEVER
Sports and action can be captured quickly in sequence because of the Edixa's automatic rapid-winding lever. A flick of the finger on the lever permits a series of successive shots to be taken in seconds. Double exposures are impossible.

WIDE RANGE OF SHUTTER SPEED SETTINGS
The precision Pronto shutter adds to the impressive capabilities of the Edixa with its speeds of 1/25, 1/50, 1/100, 1/200, and Bulb.

BUILT-IN SELF TIMER — BODY RELEASE
A built-in self timer is provided for self portraits. You have 12 seconds in which to step into the picture. A smooth, gentle, vibrationless body-release assures perfect pictures.

FLASH SYNCHRONIZATION
Flash pictures in color and black and white can be taken very easily as the Edixa is internally synchronized for flash.

BEAUTIFULLY STYLED
Expert German craftsmanship, outstanding design, and optical and technical perfection are embodied in the new and impressive Edixa. Handsomely finished in satin chrome and black morocco leather.

Other important features of the Edixa Rangefinder Model C include: new wide-sweeping optical viewfinder; unparalleled precision micrometer-geared film frame counter, tripod sockets and chromed accessory shoe.

Our trademark "Made in Germany" speaks for itself.

Edixa Coupled Rangefinder Model C with Rapid-Winding Lever, F/2.8 Color Corrected Lens, Pronto Shutter with speeds to 1/200 second, Self-Timer and Built-in Flash is priced at only..... **$49.95** LIST

See this New EDIXA RANGEFINDER MODEL C camera at your dealer or write for colorful brochure.

WIRGIN BROTHERS • EDIXA CAMERA WORKS

WIESBADEN, GERMANY • SINCE 1922

U.S.A. OFFICE: 705 Bronx River Road, Bronxville 8, N. Y. CANADA: EDIXA CAMERA WORKS, 1191 University Street, Montreal

FREE!

1956 BEST SELLER

EXPOSURE METERS

BRAND NEW DEM. MODELS

WESTON MASTER II, reg. 31.50	$15.95
BEWI AUTOMAT, reg. 29.50	19.25
G. E. D. W. 68, reg. 26.50	19.50
G. E. PR—1, reg. 32.50	23.75
MINILUX AUTO, reg. 24.50	9.95
NORWOOD DIR. reg. 32.95	23.95
SIXTOMAT X-3, reg. 29.95	19.25
SEKONIC with case & chain	6.50

HASSELBLAD

2¼x2¼ Reflex focal plane shutter, Ektar F:2.8 ctd. pre-set.

$195.75 used 'MX' synch., interchangeable magazine

135mm F:3.5 pre-set Telephoto $79.00

GRAPHIC 35

Complete with case & flash

- F:3.5 ctd. lens
- Synchro shutter
- Cpld. Rangefinder

47.50 USED

reg. $89.50

CONTAFLEX

TESSAR F2.8, SYNCHRO

Automatic Diaphragm

With Telephoto Lens

USED $108.00

AUTO ROLLEIFLEX LATEST MODEL

LIKE NEW

with Xenar F:3.5 ctd. $138.50

with Tessar F:3.5 ctd. $148.50

with Xenotar F:2.8 ctd. $184.50

BINOCULARS

6x30 center focus	17.35
7x35 center focus	22.50
8x30 center focus	18.75
7x50 night glass	23.75

ALL BRAND NEW

all coated, lifeweight, shock-proof. Add 10% Fed. Exc. Tax

ARGUS C-4

F:2.8 ctd. synch. Rangefinder

USED $43.95

Reg. $64.45

ELEVATOR TRIPOD

3 section, pan-head center post

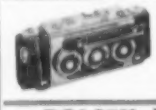
$9.95

BRAND NEW

With geared center post $12.95

Quick-set 'Champ' Elevator ... $18.50

STEREO SPECIAL



Iloca II, F:3.5 ctd.	32.00
Edinex IIA, F:3.5, Rfdr.	46.00
Kindar F:3.5, Rfdr.	38.00
Kodak Stereo F:3.5	41.95
Graphic Stereo, F:3.5	38.00
Stereo Realist, F:3.5, Rfdr.	61.75
Revere Stereo, F:3.5, Rfdr.	69.95

all used, perfect, guaranteed.

BOLSEY B-2 THREESOME

$39.95 with case and flash

BRAND NEW

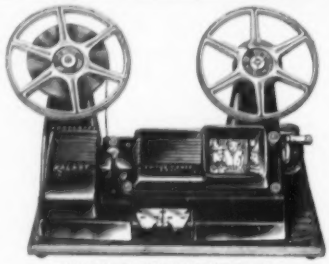
Reg. $66.50

BOLSEY 'C,' Reflex case & flash BRAND NEW $49.75

KALART

B. C. FLASH for all cameras, complete with bracket and flashcord $14.95

Please specify make of your camera.



KALART EDITOR-VIEWER

complete outfit, with splicer, viewer rewinds. 400 feet capacity, folds flat

BRAND NEW $39.50

ALPA 7

35mm Prism Reflex

with Switar 50mm F:1.8 Apochromat with Automatic diaphragm

$459.00

BRAND NEW

- Through-the-lens and rangefinder focusing
- Single large knob for winding, shutter setting
- Speeds from 1 to 1/1000 sec.
- Built in flash and strobe synchronization

ALPA LENSES:

28mm Retrofocus f3.5 W.A. pre-set	$129.00
38mm Alpa-Alfinar f:3.5 W.A.	89.00
40mm Macro-Kilar f:3.5, focuses to 4"	89.95
135mm Alpa-Algular f:3.2 tele. pre-set	129.00
180mm Alpa-Alefar f:4.5 tele. pre-set	149.00
300mm Tele-Kilar f:5.6 tele	179.00

HIGHEST TRADE-IN ALLOWANCE

MAIL COUPON ON OPPOSITE PAGE

OLDEN

1265 BROADWAY, N. Y. C.

Phone: Murray Hill 4-4285

LATEST BRAND NEW

MIGHTY LIGHT

- Removable flashtube
- Neon Ready Light
- 1/1000 Sec. Flash Duration

$29.95

A. C. Box $15.00

ACCESSORY LIST

Famous Close-up Ring Series VI	$39.95
New also available in Series VII	49.95
Flashlight Battery Pack	30.00
Nickel Cadmium Pack (rechargeable)	47.00
Professional Dry Pack	35.00
Rapid Sequence Pack	35.00
Solenoid Activator	19.95
Battery Pack Holder for any Camera	7.95
Split Light Unit	34.95

DeJUR

MOVIE MATES

Camera, Case, Floodlight, Projector & Screen

SPECIAL

$139.50

5 Piece Outfit

BRAND NEW

OTHER CAMERA VALUES

Eldorado Turret, with 2 lenses	$ 99.95
Embassy, Magazine, ½" f:2.5	106.95
Fadematic, Magazine, ½" f:2.5	132.50
Fadematic, Turret, ½" f:1.9	162.50
Projectors	
"500 MV" with Magna Vision lens	74.95
"750 MV" with Magna Vision lens	154.50
"1000 MV" with Magna Vision lens	169.50

THE MOST COMPLETE HANDBOOK OF PHOTOGRAPHY

FREE at OLDEN . . . .

YOURS WITH ANY ITEM ADVERTISED—OVER 800 ILLUSTRATIONS

35mm CAMERAS	NEW	USED
Leica Gold-plated Tie-clasp..	$ 1.98	.....
Argus C3, case and flash....	66.50	32.95
Con-Sol C.Z. F:2.....	124.95	.....
Canon IV-S2, F:1.9 Rfdr.....	285.00	109.00
Contaflex II, F:2.8 Meter.....	179.50	112.00
Contax II, Sonnar F:2.....	.....	73.25
Contax III, Sonnar F:2.....	.....	79.00
Contax IIA, Sonnar F:2.....	298.00	134.00
Contax IIIA, Sonnar F:1.5....	348.00	176.00
Kodak Bantam Special F:2..	.....	64.00
Kodak Pony F:4.5 synch.....	29.75	12.75
Kodak Signet, Ektar F:3.5 Rfdr	75.00	39.50
Kodak Retina IIA, F:2 Rfdr...	127.50	66.50
Kodak Retina IIC, F:2.8 MX...	139.00	83.00
Kodak Retina IIIC, F:2 Ex. Met.	190.00	111.75
Leica IIIA, F:2 Rfdr.....	.....	75.75
Leica IIIC, F:2, Rfdr.....	.....	95.50
Leica IIIF, Elmar F:3.5.....	237.00	123.95
Leica IIIF, F:2.....	336.00	141.95
Leica M3, camera only.....	288.00	.....
Minox III, F:3.5 ctd.....	119.00	61.95
Minox IIIS F:3.5 synch.....	139.50	74.95
Ricoh 35, case & flash.....	59.50	36.25
Robot Royal, F:1.9, Rfdr.....	295.00	133.75
Robot 'Star', F:2.8 'MX' synch.	79.00	.....
Voigtlander Prominent F:2..	220.00	99.50
Voigtlander Prominent F:1.5..	270.00	135.95
Voigtlander Vitessa L, F:2.8..	139.50	83.50
Voigtlander Vitessa, F:2....	127.50	71.50
Voigtlander Vito IIA F:3.5...	54.50	32.75

SAVE $30.00 **KONICA IIA,** Hexanon f:2 FMX synch. Rangefinder.....**BRAND NEW $89.50**

CONTAX, LEICA, NIKON, CANON LENSES		
21mm Biogon F:4.5 W.A. 90°	199.00	128.50
25mm Nikkor F:4 W.A.....	169.50	95.50
25mm Zeiss Topogon F:4 W.A.	108.00	.....
35mm Elmar F:3.5 W.A.....	.....	43.50
35mm Summaron F:3.5 W.A..	102.00	57.25
35mm Nikkor F:3.5 W.A.....	97.50	58.50
35mm Nikkor F:1.8 W.A.....	179.50	.....
35mm Biogon F:2.8 W.A.....	.....	67.00
35mm Zeiss Biometar F:2.8...	98.00	.....
50mm Summitar F:2.....	88.00	61.95
85mm Zeiss Sonnar F:2.....	189.00	79.50
85mm Nikkor F:2.....	175.00	88.95
85mm Summarex F:1.5.....	360.00	144.95
90mm Elmar F:4, Chrome....	96.00	57.50
105mm Nikkor F:2.5.....	152.50	96.75
135mm Hektor F:4.5.....	138.00	60.75
135mm Zeiss Sonnar F:4.....	146.00	78.95
135mm Nikkor F:3.5.....	135.00	76.50
200mm Telyt F:4.5 W. Refl. hsg	267.00	128.95
400mm Telyt F:5.....	465.00	288.00

SLIDE PROJECTORS		
Argus 300, case.....	37.50	.....
AO 300W, autom., case.....	59.50	28.75
AO 500W autom, case.....	74.50	43.50
Brumberger 2 ¼x2 ¼ & 35	39.95	.....
LaBelle 55, autom, 500W...	79.50	45.25
Revere 444, 300W, case....	69.50	28.50
Revere 555, 500W, case...	89.95	48.75
Revere888,500Wautom,case	144.50	78.95
TDC 'Headliner' 300W, Selec.	49.99	19.75
TDC deluxe 'D' 300W, Selec.	67.50	39.75
TDC Duo 2 ¼x2 ¼ & 35.300W	67.50	29.75
TDC Stereo Project-or-View...	144.50	77.25
Viewlex Project-O-Matic.....	69.95	44.50

LENSES IN SHUTTER		
65mm Angulon F:6.8 W.A....	64.95	37.50
90mm Angulon F:6.8 W.A....	74.95	44.75
101mm Raptar F:4.5, Rapax..	82.70	28.00
101mm Ektar F:4.5, Superm..	98.50	34.75
120mm Leitmeyer F:6.8 W.A.	49.00	17.75
127mm Ektar F:4.7, Superm..	91.50	39.50
135mm Zeiss Tessar F:4.5....	99.50	29.00
135mm Optar F:4.7, Graphex	95.50	48.00
152mm Ektar F:4.5, Superm..	106.00	58.00
203mm Ektar F:7.7, Superm..	92.50	48.00
12" Ektar F:6.3, Ilex	250.00	165.00
15" Tele-Optar F:5.6 Graph.	223.00	128.50

ELECTRONIC FLASH		
U.S.C. Lifetime, A.C.....	19.95	.....
Mighty Midget, batteries....	59.95	34.50
FR, dry-cell batteries.....	54.95	33.75
Dormitzer, DBI, batteries.....	89.50	47.25
Heiland V, batteries.....	109.50	49.75
Heiland VII, latest D Pak....	79.50	52.50
Heiland IV, wet-cell.....	369.50	186.00
Ultrablitz IV.....	69.95	48.00
Ultrablitz 'Matador'.....	99.50	66.00

REFLEX & ROLLFILM CAMERAS	NEW	USED
Exakta 66, Tess F:2.8.....	319.50	176.95
Graflex B.R.B. 2x3, F4.5....	.....	39.00
Graflex B, 3x4, F:4.5.....	.....	32.00
Graflex Super D 3x4, autom.	289.50	98.00
Kodak Chevron, F3.5 Rfdr...	198.50	116.50
Kodak Medalist, Ektar F3.5..	.....	51.95
Kodak Medalist II, Ektar F:3.5	.....	101.50
Mamiya flex Auto, F:3.5 ctd..	68.00	.....
Master Reflex, F:3.5 ctd.....	185.00	68.00
Minolta Autocord, F:3.5.....	99.50	58.75
Primoflex, Tessar F:3.5 ctd...	.....	96.00
Ricohflex F:3.5 ctd.....	29.95	18.50
Rolleicord IV, Xenar F:3.5....	.....	62.95
Rolleicord V, Xenar F:3.5 MX.	134.85	75.50
Rolleiflex Auto, Tessar F:3.5..	.....	86.95
Rolleiflex Auto, Xenar F:3.5..	.....	74.95
Rolleiflex Standard, Tess. F:3.5	.....	49.00
Super Ikonta A, Tess 3.5.....	99.00	43.50
Super Ikonta B, Tess 2.8.....	139.00	63.75
Super Ikonta BX, Tess 2.8....	163.00	76.95
Super Ikonta C, Tess 3.5.....	114.00	56.95
Voigtlander Bessa II, Skopar 3.5	124.50	58.50

8mm MOVIE CAMERAS & PROJECTORS		
B & H 220, 10mm F:2.5.....	39.95	23.25
B & H Companion F:2.5.....	89.95	36.50
B & H 134 TA, Tri-lens F2.5..	139.95	67.50
B & H Mag. 172-B F:1.9....	164.95	87.95
Cine Kodak Mag. F1.9.....	149.50	53.50
Cine Kodak Brownie F:2.7...	29.95	18.25
DeJur Fadematic, Mag. F:2.5.	127.50	52.75
Revere 88, F:2.5.....	74.50	29.25
Revere Mag. F:2.5.....	99.50	48.00
Revere 80, F:2.5.....	97.00	42.50
Revere 84, Turret, F:2.5.....	122.50	46.00
Vistascope 8mm.....	75.00	42.95
Wollensak 53, roll, 3 lenses..	199.50	128.50
Wollensak 23, Mag. 3 lenses.	239.50	134.50
B & H 253 'Monterey' 500W.	79.95	43.25
B & H 'Regent' 500W. case..	159.95	89.00
DeJur 750, case.....	154.50	68.25
Keystone K 100 latest, case..	99.50	54.00
Keystone K95M, wide-field...	129.50	65.50
Keystone K 109, splicer, case.	169.50	73.25
Kodak Brownie, case.....	62.00	36.25
Revere 85, 500W.....	114.50	47.50

16mm MOVIE CAMERAS & PROJECTORS		
B & H Autoload, Mag. F:2.5..	174.95	58.50
B & H 70DL, Turret F:1.9....	365.00	209.00
B & H 70DR, F1.9, latest....	385.50	.....
Cine Kodak Mag 16, F1.9...	.....	53.25
Cine Kodak Model 'K' F1.9..	.....	62.00
Cine Kodak K100, F1.9.....	269.00	168.50
Cine Kodak Royal, F1.9.....	179.50	89.00
Cine Kodak Special, F:1.9....	.....	325.00
Keystone K50 Mag. F:2.5....	129.50	62.00
Mansfield F:2.5, 100'.....	38.75	.....
Pathe Super 16, F:1.9.....	511.00	218.00
Revere Mag. 16, F:1.9.....	182.50	88.25
Victor III, F:2.5, 100'.....	.....	34.00
Victor IV, Turret W.3 lenses..	278.00	96.50
Vistascope 16mm.....	125.00	72.00
B & H Diplomat 750W.....	299.85	157.00
Keystone K161, splicer, case..	169.50	73.50
Kodascope Royal, 1000W...	275.00	167.50
Revere 48, 750W.....	160.00	72.95
R.C.A. Jr. sound proj.....	450.00	228.00
R.C.A. Model 40, Sound.....	520.00	108.00
B & H 285C, Sound.....	449.95	249.00
B & H 202C, magnetic sound.	719.50	444.00

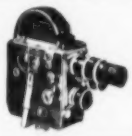
KINE EXAKTA VX

SAVE!

with Tessar F:2.8 used 124.00
with Xenon F:2 used. 132.00
with Biotar F:2
standard, used.... 148.00
with Xenon F:2 used.. 138.50
Exa, F:2.9 used..... 38.50
Prismfinder used..... 17.50
40mm Zeiss Tessar F:4.5 used.....$46.50
40mm Picon F:4.5 used..... 22.75
40mm Cassaron F:3.5 W.A. used..... 24.00
80mm Tessar F:2.8 pre-set, New..... 38.00
135mm Sun F:3.8, Tele., New..... 29.00
135mm Tele-Picon F:3.5 pre-set, New..... 47.95
180mm Tele-Picon F:5.5 pre-set, New..... 47.50
250mm Tele-Picon F:5.5 pre-set, New..... 69.75
360mm Tele-Xenar F:5.5, L.N..... 94.25
400mm Tele-Megor F:5.5, L.N..... 94.75

4" Cooke F:2.2 tele-lens $64.50

BOLEX



H-16 Leader, F:1.9 used $146.00
H-16 DeLuxe F:1.9 used 189.00
H-8 Deluxe F:1.9 used. 189.50
Bolex C-8, F:2.5 used.. 52.50
B-8 Turret F:2.5 used.. 66.00
Pan-Cinor Zoom lens... 146.50

IKOFLEX IIA

FULLY AUTOMATIC
Latest Model, MX synchro
Zeiss Tessar F:3.5 'T' ctd.
Reg. $126.00

$72.50 USED

GRAPHIC-LINHOF

4x5 Crown F:4.7 Rfdr., pre 1956, brand new... **$159.00**

Ann. Speed With Rfdr.	Flash
2½x3½ F:4.5 Lens.....	81.25
3¼x4¼ F:4.7 Lens.....	83.75
4x5 F:4.7 Lens.....	87.50
Pacemaker Crown 23, F:4.5..	119.50
Pacemaker Speed 45, F:4.7..	166.00
Linhof 23, 3 lenses.....	307.50
Linhof 45, F:4.5.....	196.50
5" Xenon F:2, barrel.....	24.00
2x3 Graflex magazine.....	9.50
80mm Wide Field Ektar, synch	46.00

MINOLTA AUTOCORD

$58.75 USED

- Fully autom.
- MX synch.
- Selftimer

List $99.55

Phone New York – MURRAY HILL 4-4285 "collect"

OLDEN CAMERA & LENS CO.

1265 BROADWAY at 32nd STREET . . . . NEW YORK 1, N.Y.

CALL COLLECT

IT'S FREE

ALL CAMERAS SHIPPED 10-DAY MONEY BACK GUARANTEE

I am interested in _____

I wish to trade the following _____ PLEASE MAIL FREE QUOTATION

NAME _____ PHONE NO. _____

ADDRESS _____ CITY _____ STATE _____

LOW LOW LOWEST!

NO ONE SELLS FOR LESS

We have the largest inventory of photo supplies in America! Previously a wholesaler, Hollywood Camera Co. now makes this vast inventory available to YOU! Buy now at less than WHOLESALE PRICES . . . Compare prices and you'll buy from Hollywood!

16mm FILM

50' Mag. Reloads, ASA 50 Reversal	28/	$11.95
50' EK Kodachrome Magazine, Outdoor, w/processing	Each	4.40
50' EK Magazine, Plus-X Reversal	3 for	4.10
50' EK Mag., Plus X, Super XX Neg.	3/	3.50
50' Magazine Super X Reversal	3 for	3.75
200' EK Plus X Negative	Each	2.50
200' Outdoor Kodachrome, w/proc.	Each	10.00
400' EK Super XX Negative	Each	4.45
EMPTY 50' Mags., U-Reload	10 for	4.10

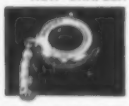
FREE BARGAIN BULLETIN

Find out about thousands of other surplus bargains available from giant inventory. This bulletin will save you hundreds of dollars. And it's free! Send today!

35mm FILM

100' Ansco Color, Indoor	Each	$12.50
200' EK Background X	Each	2.00
200' EK Linagraph Shellburst	Each	1.75
400' Ansco Color, Indoor	Each	48.95
400' Background X	Each	3.50
1000' Plus X, Super XX, Background X, Dupont Superior #3	Each	8.85

NEW GRAFLEX SHUTTER and SOLENOID



Graflex #1 (or EK Supermatic #1) shutter coupled with Graflex #3 Solenoid, all mounted on "C" Lensboard. Speeds T. B. 1-1/400 Second. Shutter opens for focusing at any speed setting with press-focus lever. Cost the U.S. Gov't over $48.00.

BRAND NEW!!! **$23.00** 80c P & I

FREE — TRIPOD — FREE

One new $10.00 E.K. all metal telescoping tripod free, when requested, with every order totaling over $20.00.

NEW CUT FILM HANGERS

Auctioneer hits bottom at this price. Genuine TENITE or BUTYRATE hangers. Corrosion-proof, channel type. Smooth surface won't scratch emulsion.

	Cost Gov't	COSTS YOU
4"x 5" per dozen	$11.40	$2.50
5"x 7" per dozen	12.00	2.75
8"x 10" per dozen	15.00	3.00

Limit two doz. per customer. 50c doz. P. & I.

HOUSTON K-1A 16mm Processing Machines

A DREAM BUY — start a 16mm processing lab — nothing else needed. Complete negative, positive and reversal processing unit. Complete operation from camera to projector in 25 minutes, including developing, reversing, bleaching, fixing, washing, drying and footage count. Regular price $5576.66, reduced for a limited time only. Rebuilt and like new.

A REAL MONEY MAKER!

PAYS FOR ITSELF: **$1975**

Also avail. in used condition at huge discounts.

Hollywood gives you HIGHEST PRICES on your old equipment. Trade unwanted equipment for things you need. Write today for trade-in quotations! GUN CAMERAS WANTED.

CUT FILM

2x2 Lantern Slides, 36 ea., Med. #2	Box	$ .89
3¼ x4 Lantern Slides, 36 ea., Med. #2	Box	.98
4x5 EK Super XX Filmpacks	3/$3.40, 6/	6.50
4x5 Super Pan Press, Plus X Flmpks.	3/	3.15
4x5 Ansco Color, 10 Sheets	3 Boxes for	5.90
5x7 Ektacolor, 10 Sheets	Box	2.95
8x10 Ansco Color Daylight, 6 sheets	Box	6.00
8x10 Ansco Printon, 12 Sheets	Box	3.95
20x24 Com'l. Clear Ansco, 24 Sheets	Box	10.95

SUMMER SPECIAL!!

K-20 AERIAL CAMERAS with 6⅜", f4.5 lens

Famous hand-held, hi-speed sequence camera, the standard of aerial photography! Shutter speeds to 1/500 second. Ideal for sports pictures, action shots, etc. Uses 5¼"x 20' roll film. Over fifty 4x5 negatives. U.S. Gov't cost $700.00.

NEVER BEFORE PRICED SO LOW **$64.50**

Processing machines for K-20 film. Fully automatic, electric, self-reversing. 3 stainless steel tanks, reel assembly, drive motor and case. Cost U.S. $130.00.

BRAND NEW ONLY **$49.50**

SPEED GRAPHIC ENLARGING-COPYING KIT

NOW you can use your 4x5 Graphic or your view camera for enlargements or accurate photocopy work. Complete kit with negative holders and adaptors for 4x5 Graphic and 8x10 view camera. Includes six-lamp fluorescent light cabinet, 24x24 moveable easel with adjustable masks. Heavy duty carrying case serves as stand. No cameras included.

Government Cost Over $740.00 **$169.50**

New GRAFLEX TRIPOD HEAD

BANG THE GAVEL! "Graflex Pan-Tilt" Tripod Head for all cameras. Swift, sm-o-o-o-th precision action. One handle controls pan and tilt. Locks with a twist. Latest model. Graflex list price $18.85.

While They Last — Lucky Bid **$12.95** Postage and Insurance 85c

GRAFLEX FLASH SYNCHRONIZER TESTER

Check your own shutter with this portable accurate tester. Easy to operate. Be positive your flash solenoid is in synch. Complete in wood case. An $85 value!

FOR ONLY **$14.95**

Portable Darkroom SINKS

Built to rigid Air Force Specifications, heavy-duty marine plywood specially waterproofed, with brass drain outlet. 26" wide, 68" long, 8" deep, stands 40" high. Tubular steel legs pack inside, shelf serves as lid for easy portability. Own a REAL darkroom with this "must" equipment. Used, but cost Gov't when new $161.25.

We Take Your Bid **$39.50**

FAMOUS MAKE STROBE LIGHT

Auctioneer's choicest deal! Flashbulb savings will pay for it. Precision-made for U.S. Navy. 1/5000 sec. flash duration, 200 watt-seconds max. light output. Neon ready lamp. Portable, with shoulder strap, 6' cord. Trigger trip. Hand held or slide mount for camera. Zero delay for X-sync shutter. Cost over $107.

SPECIAL **$39.50**

BIG NEUMADE "NEUVATOR" 16mm FILM CLEANER

Gavel going down on this money-maker! Protect precious 16mm movie film from dust, scars, mars! Neuvator automatically cleans, bathes, renovates, polishes, rewinds. 3 sets double squeegees, special polishing rollers. 110-V 60 cycle. Film capacity 1600 feet. Model CL-16. (Also available for 35mm.) List Price $395.00.

OUR PRICE **$165.00**

ENLARGING PAPER

Size	Type	Contrast	Quan.	Price
3¼x4¼	SWG	No. 1, 2	500 Sh.	$ 3.75
8x10	SW SM	No. 3	100 Sh.	2.75
8x10	SWG	Nos. 1, 3	100 Sh.	2.65
10x10	SWG	No. 3	100 Sh.	2.65
11x14	DW SM	No. 1, 4	50 Sh.	2.95
11x14	SWG	Varigam	50 Sh.	2.95
20x24	SW SM	No. 4	100 Sh.	7.95
35mm x 100'	LWSM	No. 3	100 Sh.	2.00

All merchandise is from U.S. Govt. Stocks. Equipment not listed as new or reconditioned, is used. Film and paper is manufacturer's original pack. Not re-spooled, re-slit, or re-perforated.

NEW GRAFLEX OPTAR 90mm f/6.8 Wide Angle Lens

First few bids take these brand new Graflex lenses. Greater depth and 84° wide field add that sharp-focus panoramic scope to your shots. Color corrected, precision f6.8 lens in Graphex shutter. 4x5 format. Speeds T.B. 1—1/400 sec. Press focus lever. $85 List Value.

Sold to the Lucky Bidder **$47.50** 65c Post. & Ins.

BUY THE QUICK WAY

We ship within 24 hours after your orders are received. Order by Air Mail for RUSH Shipment.

12" F5 KODAK AEROSTIGMAT LENS

Now bid this . . . superb definition, extra-flat field. Famous 7-element aerial lens formula. Brilliant sparkling pictures at all f stops. Easily adapted to most cameras. Mfg. by E.K. 9x9 Format, fully color corrected. Ideal for commercial use, scenics, sports. Gov't cost $594.20.

We'll Take Your Bid for **$98.50**
Postage & Insurance $1.85

4x5 Speed Graphic Mounts, Lensboard, extension tube, bed brace. All for $17.95. Write for mount prices for YOUR camera.

SPEED GRAPHIC CARRYING CASES

Gavel going down; last time! Rugged, steel-reinforced fibre construction. Fitted for 4x5 Graphic, holders, flashgun, reflectors, flashbulbs, film. Gov't Cost $29.60.

GIGANTIC AUCTION SPECIAL **$7.95**

FILM WASH TANK

Lowest Price Ever!

Takes all sizes up to 8x10 film. Made of heavy galvanized sheet metal for extra-long wear. Efficient design, water inlet and outlet and perforated double bottom. Dimensions 15"x15"x11".

SPECIAL—Only **$5.25!**

HIGHEST QUALITY

Hollywood Camera Co. guarantees all supplies and equipment. Outdated surplus film and paper is tested and approved in our own laboratory and GUARANTEED good! YOU MUST BE SATISFIED!

CONTACT PAPER

1-7/8x2¾	SWG	No. 2, 3, 4	500 Sh.	$1.50
2¼ x4¼	SWG	No. 4	144 Sh.	1.15
3¼ x5¾	SWG	No. 4	500 Sh.	1.90
4x6	DWG	No. 3	144 Sh.	1.10
7¼x7¼	SWG	No. 0, 1	144 Sh.	1.00
8x10	SWG	No. 2	100 Sh.	2.85
8x10½	SW SM	No. 3	100 Sh.	1.15
8x10½	LW SM	Nos. 2, 5	144 Sh.	1.65
10x10	SWG	Nos. 1, 2, 3, 4	100 Sh.	2.10
10x10	LW SM	Nos. 1, 2, 3, 4	100 Sh.	1.65
10x10	Resiste	Nos. 2, 3	250 Sh.	3.20
11x14	LW SM	Nos. 2, 3	50 Sh.	1.25

LARGEST PHOTOGRAPHIC INVENTORY IN AMERICA

HOLLYWOOD CAMERA COMPANY

DEPT. P76 • 10615 CHANDLER BLVD. • NORTH HOLLYWOOD, CALIF.

CABLE ADDRESS — HOLLYCAM SUPPLIER TO THE U.S. GOVERNMENT

Please include shipping charges. Excess refunded. Orders received without sufficient postage will be shipped freight collect. Prices F.O.B. No. Hollywood. Minimum order $2.50. 25% deposit required on all C.O.D.'s. Calif. purchasers please include 4% Sales Tax.

IMPROVE EVERY PICTURE YOU TAKE!

WALZ MOUNTED
SCREW-IN FILTERS

So compact that case can be closed without removing filter.

"CUSTOM-FITTING" NO ADAPTERS NEEDED !

PRICES ON WALZ "CUSTOM FITTED" FILTERS

Walz "Custom-Fitting" Filters To Fit Cameras or Lenses Listed Below	WALZ Individual Filters	WALZ Filter Kits	WALZ Close-Up Lenses	WALZ Close-Up Lens Kits	WALZ Lens Hoods
Walz Filters are also available for many cameras and lenses with threaded or bayonet lens mounts not listed. Each filter or close-up lens is threaded on both sides so that the Walz Screw-in Lens Hood will screw into either the filter or camera lens.	**Colors Available:** Type F Skylight Clearflash Flood Lamp "Type A" Yellow Red Green	**Color Kit Contains:** Type F Skylight Clearflash **Black and White Kit Contains:** Yellow Red Green	**Sizes Available:** +1 +2 +2 Screw-Into Each Other For Higher Power	**Kit Contains:** +1 +2 +3 leather case	SCREW-INS for all filters and lenses BAYONET for Rolleiflex
/101 **ARGUS C-3,** Argus C & C-2 Elmar f.3.5	1.95	8.75	2.50	6.95	1.95
/103 **RETINA** IA f.3.5, Super-Baldinette f.2.8, Retina Curtar 35mm f.5.6	2.95	8.75	3.50	9.95	2.95
/104 **RETINAS** f.2 and f.2.8, Retina IB, IIC, IIIC, II, IIA, IIB, Karat and Earmost	2.95	8.75	3.50	9.95	2.95
/105 **CONTAFLEX,** Contaflex, Contina Tessar f.2.8, Ikonta 35	2.95	8.75	3.50	9.95	2.95
/106 **LEICA SUMMAR** f.2, Elmar 90mm f.4, Hektor 135mm f.4.5, Minolta A, f.3.5, Canon 100mm	3.95	11.75	4.95	11.50	3.95
/107 **CONTAX SONNAR** f.2 & f.1.5, Exa, Exacta, Praktiflex Pentacon, Tessar Pre-set f.3.5 & 2.8, Biotar f.2, Nikkor f.2	3.95	11.75	4.95	11.50	3.95
/108 **LEICA SUMMITAR** f.2, Colminar 135mm f.4.5 & 85mm f.2.8	3.95	11.75	4.95	11.50	3.95
/109 **LEICA SUMMICRON** f.2, Leica M-3 Bayonet Mount Lenses: Elmar, Hektor, Summaron	3.95	11.75	4.95	11.50	3.95
/110 **EXACTA BIOTAR** f.2, Pre-set Automatic Biotar f.2	6.95	20.75	7.95	21.50	6.95
/113 **KODAK SIGNET** f.3.5, Kodak Bantam B.F. f.3.9, Cine-Kodak Royal Ektar f.1.9 & 2.8	2.95	8.75	3.50	9.95	2.95
/114 **NIKON NIKKOR** f.1.4, Nikkor 35mm W.A. 2.5 & 3.5 (New), Nikkor 135mm f.3.5	3.95	11.75	4.95	11.50	3.95
/118 **CANON** f.1.8, 50mm f.1.5, 135mm	3.95	11.75	4.95	11.50	3.95
/121 **IKOFLEX,** Ikonta IIA f.2	3.95	11.75	4.95	11.50	3.95
/123 **GRAPHIC** "35" f.3.5 & 2.8	2.95	8.75	3.50	9.95	2.95
/124 **ARGUS C-4,** Realist 35 & 45, Ilcos Quick A & B & Stereo II, Vito III f.2	2.95	8.75	3.50	9.95	2.95
/125 **LEICA SUMMARIT** f.1.5, Westanar 50mm f.2.8 (automatic) Westagon 50mm f.2 (automatic), Switar 50mm f.1.4	3.95	11.75	4.95	11.50	3.95
/301 **ROLLEI** f.3.5 Bayonet, Minolta Autocord f.3.5, Ansofex f.3.5	3.95	11.75	14.95	X	3.95
/303 **ROLLEI** f.2.8 C & D Bayonet	6.95	20.75	22.95	X	6.95
/304 **VITESSA,** all Bayonet Lenses	3.95	11.75	4.95	11.50	3.95
WALZ COATED SERIES SIZE FILTERS TO FIT ALL SERIES ADAPTER RINGS					
SERIES IV	1.75	6.95	2.50	6.95	X
SERIES V	2.25	6.50	2.95	8.75	X
SERIES VI	2.75	7.95	3.95	11.75	X
SERIES VII	5.50	16.50	6.95	19.75	X

ALL WALZ FILTERS ARE GUARANTEED FOR LIFE

Precision ground and polished optical glass. Exacting transmission characteristics.

Walz Coated Filters For Color Films

Walz Type F Filter (#85C)
Use to convert Type F color films to daylight use.

Walz Skylight Filter (#1A)
Use in open shade or on cloudy days to eliminate haze and absorb ultra-violet and blue with daylight color films.

Walz Clearflash Filter (B-7)
Use to convert daylight color films to use with clear flash bulbs. Takes the place of costly blue flash bulbs.

Walz Flood Lamp Filter (#82A)
Use to convert Type F color films to use with photo flood lamps.

Walz Type A Filter (#85)
Use to convert Type A color films to daylight use.

WALZ COATED FILTERS FOR BLACK-AND-WHITE FILMS

Walz Yellow Filter (#K2)
Normal contrast correction for pan and ortho films. For white clouds and darker sky. Ideal for landscapes.

Walz Red Filter (#25A)
For dramatic contrasts. Pronounced cloud effects. Excellent for fog, haze and mist, sunsets, beach, snow and mountain subjects.

Walz Green Filter (#X1)
Correct tonal rendering of flowers, scenics, foliage, trees, etc. Eliminates chalky appearance of flesh tones in flash portraits. Use with pan films.

WALZ CLOSE-UP LENSES FOR ALL FILMS

Extends focusing range for copy work, portraits, animals, flowers, small objects.
+1 (16 ⅝ inches to 39 inches)
+2 (11 ⅞ inches to 19 ½ inches)
+3 (9 ⅛ inches to 13 inches)

Write Today!

U.S. PHOTO SUPPLY Co.
1204 G ST. NW WASHINGTON 5, D.C.

THIS WAY TO BIGGER SAVINGS...BETTER QUALITY...FASTER SERVICE!

FINER COLOR PRINTS AS LOW AS 20¢

PRINTS FROM TRANSPARENCIES

2¼x3¼ ..25c (20c each for any 10)

3x3 .....40c 4x5 .....50c
3x4 (3X) ..40c 5x7 .....1.00
8x10 ...2.00

PROCESSING

• KODACOLOR PRINTS ...32c
• ANSCOCHROME 35mm. (20 exp.) 120, 620, 828 ... 90c
• EKTACHROME (E2) 35mm. (20 exp.) 1.00
120, 620, 828.....90c

SAVE MONEY!
Tremendous Bargain!
KODACHROME
PROCESSING
Prompt Service!

K-828, 28x40 mm. 8-Exp. 80c
K-135, 24x36 mm. 20-Exp. 1.20
K-135, 24x36 mm. 36-Exp. 2.00
K-135 (20) Stereo, 15-pairs mounted 1.80
K-135 (36) Stereo, 28-pairs mounted 2.80

THRILLING! NEW!
MAT TONES

Glamorous deluxe-finish, non-glossy texture. Like the finest studio portrait prints. Try a sample order. You'll be delighted!

Prints from Transparencies
2½x3½ (White Border) ...35c
3x3 ... 60c 4x5 ... 75c
3½x5 (White Border) ...60c
5x7 ....1.50 8x10 ....3.00

IT PAYS TO HAVE DUPLICATE SLIDES
35mm. slides (any 10) ... 20c
Individual slides..... ea. 25c

BIG FILM DEAL!
EKTACHROME ASA 32 and ANSCOCHROME ASA 32 — 3 ROLLS $3.95
20 Exposure Magazines! Daylight Only!
NOT SURPLUS! NOT AERIAL! FACTORY FRESH!
List price $5.50! Save over 25%

Send cash with order! We pay postage! Money back guarantee on all our work!

COLOR KING LABS
DEPT. P-3 • BOX 1421
Baltimore 3, Maryland

COLOR CLINIC by David B. Eisendrath, Jr.

A famous technician solves your problems

My camera-store salesman tells me that the solid-glass filters don't bleach and fade; do some filters fade and discolor?—J. R. G., Houston, Texas.

Many of the dyes used in color photography are not color-fast and may change or bleach, especially in bright sunshine, in much the same way that fabric and paper in a store window may discolor when exposed to the direct rays of the sun. Most of the dyes used in photographic filters are moderately stable, but in time and with very bright sun, they do and will bleach and discolor. This is particularly true of the filters used for color photography, for even the faintest bleaching or fading might have an effect on critical color photography. Eastman Kodak lists tables of the stability of their professional filters, but critical workers suggest changing filters or replacing them once a year, or oftener if your work takes you on the beach or desert for long periods of time.

The solid-glass filters, on the other hand, have the dyes and coloring as a part of the glass itself and although these might bleach or change over many years, they are generally quite stable and do not need replacement.

Which Flashbulbs?

Your W. E. H. of Lawton, Okla. (Color Clinic, *November 19, 1955*) *is missing a good bet in not using his 828 Bantam flash camera with #5 flashbulbs at 1/50 second. Despite what Kodak says to the contrary, my camera synchs very well at 1/50 and you don't need to be confined to the 1/25 second speed.*—R. E., Tampa, Fla.

This really is not a question of color at all, but since we've had several similar comments, and it does have an effect on color photography, we would like to set you straight. Many simple flash cameras such as the Bantam have a combination F-X flash setting, and it is usually recommended that you use the gas-filled bulbs like the SM and SF at speeds up to 1/100 of a second and Class M bulbs like the #25 and #5 at 1/25. Now, the shutters on these cameras are set with a certain amount of tolerance so they may be a little faster or a little slower than rated. The synchronizer may also have some slight variation in it. The 1/25 second speed that is recommended allows you a margin for error. I do not doubt that many of these cameras will work beautifully at 1/50. In fact, on black-and-white films, you'd probably never notice the difference between the higher or lower speed. On color, however, where exposure is much more critical, if you happened to have a shutter that was a little fast in speed, plus a synchronizer that was a little early, plus a flashbulb that went off a little earlier—all within the accepted tolerances nonetheless—you'd probably find that you were not getting the full peak light output, and you'd miss a very important picture.

In your particular case, and probably on many or most of these cameras the higher speed could be used. But it is these safety factors or margins for error that make you sure of your results and contribute to your enjoyment of photography.

Black-and-white "Color" Shots

I sent some rolls of color film to be processed recently and by accident they were developed as black-and-white films. Is there any way of salvaging them, as some of the pictures have great sentimental value to me?—M. L., Providence, R. I.

There is no way to salvage color films processed as black-and-white to get *color* pictures, but there are several techniques used to get good black-and-white prints and this may serve your purpose. If the color material is Kodacolor or Ektacolor negative film, you can try printing them on fast bromide enlarging papers, such as Kodak Medalist or Kodabromide. If the material is Ektachrome, you can remove some of the color stain and get good contacts or enlargements in the usual way if you use a solution made by the addition of citric acid to Kodak Rapid Liquid Fixer with Hardener. (Be sure to use a liquid fixer; ordinary hypo solutions will not be satisfactory.) Kodak recommends using 1 ounce of citric acid crystals to 1 quart of liquid hardener which has been diluted as recommended to produce a fixing time of three to five minutes. They also caution you to stop the action when the stain is removed and before the silver image becomes reduced.

I would pre-soak the film in a wetting solution for a minute or so, rinse with water, and then bleach just long enough to remove the color stain. It usually takes five to ten minutes depending on the original exposure and density. Then wash thoroughly, use a wetting agent, and dry.

Ansco tells me that both the old Ansco Color and the new Anscochrome can be salvaged by using Farmer's reducer (this is the standard hypo and potassium ferricyanide reducer). There is another more complex system involving a bleach, clearing, and redevelopment which gives even better results and this procedure as well as the Farmer's reducer technique is described in Ansco's book *Color Photography Made Easy.*

Questions of general interest to the color photographer will be answered in this department. However, individual replies can not be given for questions that are not used.—Ed.

Prize-winning Contax picture
by C. Jak White

Pictures of prize-winning quality

"Taken with a Contax". You'll find that statement on many prize-winning pictures. Why? Well, for one reason, the amateur or the professional who has acquired the ability to take fine pictures, uses a camera that is worthy of his skill—and that means a Contax.

This 35mm gem gives you a choice of 10 Zeiss lenses of superb optical quality—lenses so superior that they have been imitated but never equalled. All are easily interchangeable in the precision-focusing bayonet mount, originated by Zeiss Ikon. Its lens-coupled rangefinder—another Zeiss Ikon "first"—consists of one solid prism which insures utmost accuracy of focus.

The completely removable back, another Zeiss Ikon "first" for 35mm cameras, permits fast film change and easy cleaning. The *all-metal* Contax shutter, exclusive with Zeiss Ikon, is fully synchronized and has speeds to 1/1250th sec.—fastest of any 35mm camera. And the ease with which you can operate its *simplified controls* enables you to give all your attention to the picture.

Contax III-a has a built-in exposure meter—so essential for color.

See the Contax at leading dealers. Write for Contax booklet.

CARL ZEISS, INC., 485 Fifth Ave., New York 17

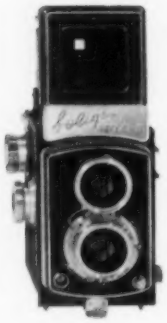
ZEISS IKON

Contax

THE CAMERA YOU'LL NEVER OUTGROW

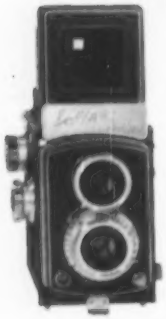
For The Man Who Wants Quality But Would Rather Not Pay The *Usual* Price!

(right)
SOLIGOR
Model I
F3.5 Ctd.
Lenses
FX Flash Synch.
7 Speeds to
1/300 sec.
$34.95



(right)
SOLIGOR
Model II
Body Focusing
F3.5 Ctd.
Lenses
FX Flash Synch.
7 Speeds to
1/300 sec.
$47.95

Exclusive . . . Ground Glass plus Prism Focusing on all Soligor Reflex Cameras.



(left)
SOLIGOR
Semi-Auto
Model
Semi-Auto
Counter and
Film Transport
Self-Timer
F3.5 Ctd. Lenses
Fx. Synch.
7 Speeds to 1/300
$59.95

(left)
SOLIGOR
"35"
Single Lens
Reflex 50mm
F3.5 Ctd Lens
FX. Flash
Synch.
5 Speeds to
1/200 Sec. & B
$49.95

(left)
SOLIGOR
"45"
35MM Camera
40MM F4.5
Ctd. Lens
Built-In Synch.
4 Speeds to
1/100 sec.
& B.
$19.95

SOLIGOR

Cameras and Elitar-Soligor Lenses

8mm
(left)
1½" f1.4
Tele.
Focusing
Mount
$49.95

Kodak Mt.

(left)
1½" f1.8
Tele.
Focusing
Mount
$99.95

(left)
1½" f3.2
Tele.
Fixed Focus
$12.95

(left)
7mm f2.5
Wide Angle
Fixed Focus
$29.95

To Fit Your
ARGUS C-3!
SOLIGOR
135MM f4.5
True Telephoto
$49.95

16mm
(right)
13mm f1.5
Focusing
Mount
$89.95

(right)
1" f0.95
Normal
Focusing
Mount
$179.95

(right)
3" f1.5
Tele.
Focusing
Mount
$99.95

Plus more than 30 different models of movie and still lenses.

If ever you needed proof that top quality, precision equipment could be produced at a reasonable price . . . *here it is!* The SOLIGOR line of cameras and still lenses, and the ELITAR-SOLIGOR line of movie and still lenses have convinced thousands of photo fans throughout the country that now professional equipment is available to the amateur . . . and *at a price he can afford.*

Among fine imports, photographic equipment from modern Japan is earning an enviable reputation for superlative quality. *And it is the SOLIGOR name that has become the symbol for this quality, modestly priced.*

Get SOLIGOR equipment at your photo dealer, now!

ALLIED IMPEX CORP., 17 West 17th Street, New York 11, N. Y. West: 6918-20 Melrose Avenue, Hollywood, Calif.

The entire meter movement in the Master III is skillfully cushioned to prevent damage from shocks. *Even the tiny jewel bearings* ride on shock-resisting springs as shown in the enlargement above.

assures accurate settings for years on end!

You'll use the Master III with complete confidence, every time, through years on end! Because you'll know that the unquestioned and long proved accuracy of its Weston meter has been further safe-guarded by skillful protection against damage from shocks. Its other new features, too, make it the most convenient, most versatile, and economical meter of all. It can be used with *all* cameras, *all* systems, and with *all* film rated to 3200. All light scale and exposure dial numbers are larger . . . far easier to read. Be sure you examine the Master III at your dealers, or write now for literature. *Weston Electrical Instrument Corporation, 614 Frelinghuysen Avenue, Newark 5, New Jersey.* A subsidiary of Daystrom, Incorporated.

EXPOSURE METERS
by
WESTON

for the best exposures you ever made

ANOTHER FIRST by
PEERLESS

IT'S NEW! PEERLESS HAS IT!

PERMA FILM

The Amazing, Guaranteed
FILM PRESERVER!

After 60 years, here is the answer to one of photography's greatest problems: How to protect film against Scratches, Brittleness, Dust & Dirt. Now, at last, PERMAFILM does the job—effectively!

WHAT IS PERMAFILM?

PERMAFILM is a unique solution, easily applied by wiping on once! Film Preserver, Anti-Static Agent, Cleaner, Stabilizer—in one! When applied to emulsion side of film, PERMAFILM bonds to the gelatin, making it tougher, more resilient, and moisture protected . . . but not harder!

WHAT DOES PERMAFILM DO?

1. Protects against scratches. It sets up a lasting guard against abrasion.
2. Stops warping, buckling, curling. Keeps emulsion permanently flat on its base.
3. Eliminates fingerprint nuisance.
4. Ends "popping" of slides. PERMAFILM treated slides won't warp, or fade.
5. Prevents static electricity . . . the main cause of dust and dirt.
6. Extends life of color prints. Helps prevent fading of color print dyes.
7. Renders film impervious to weather conditions. Treated film is no longer affected by extremes of dryness or humidity. Prevents brittleness and curling.
8. Cleans film, and is guaranteed not to affect it's photographic quality.

USE PERMAFILM THIS SUMMER!

Each 2 ozs. of PERMAFILM will treat a minimum of 500 slides; 3000 ft. of 8mm film; 1500 ft. of 16mm film.

PEERLESS CAMERA STORES
415 Lexington Avenue, New York 17, N. Y.
Dept. P-7

PERMAFILM sounds great!

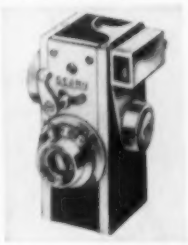
☐ Enclosed is $1.29 for 2 oz. Bottle
☐ Enclosed is $2.90 for ½ Pt. Bottle
☐ Enclosed is $5.00 for 1 Pt. Bottle
☐ Please send FREE Literature!

NAME .....
ADDRESS .....
CITY ..... STATE .....

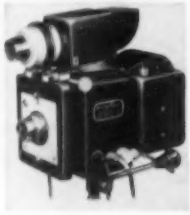
WHAT'S NEW - TRADE NOTES AND NEWS

All data and descriptions ascribed to products listed herein are those claimed by the manufacturers and distributors, and listings are not to be construed as endorsements by POPULAR PHOTOGRAPHY. For further information write to address given in trade note.

CAMERAS & ACCESSORIES



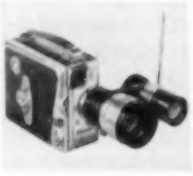
STEKY III, a subminiature 16-mm still camera is now synchronized for flash. Price of $21.95 remains unchanged. The camera is equipped with an *f*/3.5 Stekinar lens, automatic film counter, shutter speeds from 1/25 to 1/100 sec. Interchangeable telephoto lenses, wide-angle converter lenses, flash unit, and tripod are available accessories. Distributor is Wilmot Sales Co., 151 W. 28 St., New York City.



RED LABEL PORTRONIC is the latest model of Beattie Portronic 70-mm automatic cameras. New features are positive interlock to prevent double exposure while release button is depressed; even-exposure control of identification number; film magazines which will accept daylight and darkroom loading spools as well as Portronic magazines. Price depends upon type of shutter and lens desired. Complete information available from Photographic Products Inc., 1000 N. Olive St., Anaheim, Calif.

ELDORADO a twin-lens-turret 8-mm movie camera, is introduced by DeJur-Amsco Corp., 45-01 Northern Blvd., Long Island City 1, N. Y. It retains the features of the first Eldorado: single-frame control, locking device, big window viewfinder, easy-to-read footage indicator, and a sprocketless gate. Model DC-1202A has two lenses—a normal *f*/1.9 and *f*/3.5 telephoto, and is priced at $99.95. Model DC-1202B is similar except that the normal lens is in a focusing mount. Price is $112.95.

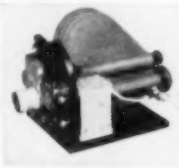
K-28, an 8-mm roll-film movie camera with a twin-lens turret, is a product of Keystone Camera Co., Hallet Sq., Boston 24. The vertical turret has a normal *f*/1.9 and telephoto *f*/3.5 lens in fixed-focus mounts. Construction is of aluminum and it is claimed to produce less noise than any other camera. Price is $89.95.



K-33Z is an 8-mm roll-film zoom-lens movie camera which permits wide-angle, regular, and close-up shots without changing lenses. The lens, an Ednalite *f*/2.4, covers focal lengths from 9.5- to 28.5-mm. Setting the viewfinder for distance is eliminated by means of a gear-train coupling between finder and viewfinder. Price is $239.50. For magazine-loading enthusiasts, Model K-42Z is available for $249.50. Manufacturer is Keystone Camera Co., Hallet St., Boston 24.

CAMERA LITE is a fixed-focus camera built into a working windproof cigarette lighter. It has an *f*/8 lens; 1/50-sec shutter speed & B; built-in, eye-level viewfinder; automatic film stop; and uses 8-mm film in special daylight-loading, 20-exp cartridges producing 6x6-mm negatives. Price, incl. 4 magazines with film, camera, and case, $9.85; extra film is priced at $1.20 for 3 magazines. Distributor is Camera Lite, 3367 Fernside Blvd., Alameda, Calif.

KODAK TECHNICAL CLOSE-UP OUTFIT is introduced by Eastman Kodak Co., Rochester 4, N. Y. Included are a Kodak Pony 828 camera and B-C Flasholder, a bracket and field frame for establishing location and area to be photographed, A and B Kodak Flashguards, a Series V adapter ring, and Kodak Portra Lens 5. Working distance is from 2½ ft. Price is $62.50.



SOLENOID CONTROL for the Pathé Super 16 Webo-M movie camera can be used to operate the camera for taking single frames automatically or manually, or for remote control at normal run. Designed so as not to interfere with camera controls, it can be operated with any 115-volt electrical timer or controlled by switch. Made by Sample Eng. Co., 17 N. Jefferson St., Danville, Ill., price is $35 incl. solenoid, mounting plate, and brackets.

CINEVOICE 400 conversion does not cut the head off the camera or use auxiliary motors. Both are eliminated by a needle-bearing take-up system. Among features are silenced footage counter; built-in behind-the-lens filter shot with two filter holders; headphone jack in camera; either B & H or Mitchell 400-ft. magazines may be adapted; by covering magazine slot with lid provided, it may still be used as a 100-ft camera. Conversion takes two weeks' time and costs $345. Full details from Florman & Babb, 68 West 45th St., New York City.

LENSES & ACCESSORIES

AUXILIARY LENSES (telephoto and wide-angle) for the Ricohflex and Super-Ricohflex cameras are introduced by Spiratone, Inc., 49 W. 27th St., New York 1. They are coated, color-corrected, equipped with filter holders, and fit over the viewing lens and are switched over the taking lens when ready to photograph. Each lens is priced at $16.95, incl. case, while the set is priced at $29.95.

JUPLEN line of lenses have internal and external coating, click-stop diaphragms, and are color-corrected. A movie lens set has a 1¼-in. *f*/2.5 telephoto and 7-mm *f*/2.5 wide-

PEERLESS' LOW PRICES

Break All-Time Records!

SPECTACULAR 35mm REFLEX OFFER!

Save $109.55! Brand New! Latest!

Rival '35' Reflex

With f2.8 Ctd. Pre-Set Tessar

GREAT PEERLESS EXCLUSIVE! PLENTY ON HAND! WE GUARANTEE TO DELIVER AT THE PRICE ADVERTISED!

59.95

A $169.50 Value!

CHECK THESE OUTSTANDING PRECISION FEATURES:
• Built-in Synchronization for Standard and Electronic Flash • Nine Shutter Speeds to 1/500 • Interchangeable Lens Mount • Automatic Film Transport and Shutter Cocking . . . And many, many more!

Brand New Rival '35' Reflex With:
f1.9 Ctd. Pre-Set Meyer. Value $169.50..... 64.95
f2 Ctd. Pre-Set C.Z. Jena. Value $220.00..... 84.95

IT'S HERE!

PEERLESS Again Demonstrates VALUE SUPREMACY With A FANTASTIC EXCLUSIVE!

The Brand New, German-Imported Luxury 35mm Single-Lens Reflex

Hexacon '35'

with German-Imported f2.8 COATED PRE-SET HEXATAR LENS!

A Great Camera! A Great Lens! A $289.75 Value Peerless Price Slashed to ONLY . . .

79.95

Here are the Features that make the Hexacon '35' the Fastest Selling Luxury Single-Lens Reflex in America: Synchronized for Flash & Strobe; Speeds to 1/1000; Self-Timer; Automatic Exposure Counter; Interchangeable Lenses.

Brand New Hexacon '35' With f2 Coated Taylor Hobson Cooke Lens. A $400.00 Value 94.95

SPECTACULAR OFFER! EXCLUSIVE AT PEERLESS!

Save $32.00! Brand New! German-Import!

Classic '35' Outfit

SENSATIONAL 35mm CAMERA • CASE • FLASHGUN WITH ULTRA-FAST f2.9 COATED TRIOPLAN LENS

COMPLETE OUTFIT! ALL 3 FOR ONE AMAZING LOW PRICE!

19.95

A $51.95 Value!

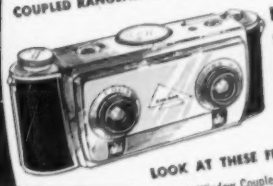
CHECK THESE FEATURES:
• Engineered by One of Germany's Finest Camera Works • Built-in Flash Synchronization • Wide Range of Nine Shutter Speeds • Double Exposure Prevention Device • Built-in Optical Viewfinder • Automatic Exposure Counter • All-Metal Construction

PEERLESS SLASHES 50% OFF REGULAR LIST PRICE!

Spectacular Special Purchase! Brand New!

Kin-Dar Stereo

SUPERLATIVE 3-DIMENSIONAL CAMERA WITH COUPLED RANGEFINDER AND f3.5 COATED LENSES!



PLENTY ON HAND! ORDER YOURS TODAY!

49.75

List Price $99.50!

LOOK AT THESE FEATURES:
• Single-Window Coupled Rangefinder/Viewfinder • Synchronized for Flash and Strobe • Matched f3.5 Coated, Color-Corrected Lenses • Automatic Shutter Cocking • Fold-Away Crank for Rapid Rewind • Feather-light, Die-Cast Aluminum Body

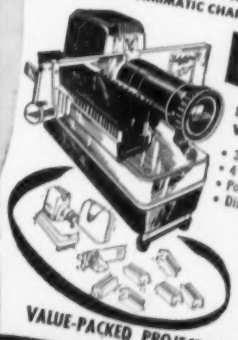
EVERY CAMERA FULLY GUARANTEED!

SPECTACULAR OFFER! GREAT SPECIAL PURCHASE

Save $28.05 Off Regular List Price! Brand New!

TDC 2x2 Outfit

BRILLIANT 300-WATT 'SHOWPAK' SLIDE PROJECTOR COMPLETE with SEMIMATIC CHANGER & CARRY CASE



FREE!

SIX SLIDE TRAYS WITH EACH OUTFIT!
• 300-Watt Lamp
• 4" Coated Lens
• Positive Tilt Control
• Discontinued

37.95

List Price $66.00!

VALUE-PACKED PROJECTOR BUY!

ONLY 10% DOWN BUYS EVERYTHING PEERLESS OFFERS!

Turn For More Pages Of Sensational Peerless Values!

PEERLESS' *Low Prices*

Exclusives! Special Purchases! New and Used Values!

THE 3-D LENS BUY OF THE YEAR!
Save $285.50! Brand New! While They Last!

Bolex Stereo Outfit

Complete 7-Piece Combination for Taking & Projecting 16mm Stereo Motion Pictures!

Complete Outfit Includes:
• Stereo Taking Lens, f2.8 Coated Tiar • Stereo Projection Lens • Stereo • Twin Viewfinder Masks • Sunshades • Projection Sleeve • Matching • Turret Clamp Screw • Stand-Off Support for Camera and Any Make & Model 16mm Projector • Complete with Registration Card • Discontinued • Fully Guaranteed by Bolex and Peerless! Specify projector when ordering.

69.50 List Price $355.00!

BOLEX PAR-CINOR 16mm ZOOM LENS. BRAND NEW Discontinued — Fully Guaranteed. List 322.00 — Sale: 179.50

GUARANTEED! A Lifetime of Flashes!
Engineered Exclusively for Peerless! Brand New!

Eva-Lite Speedlight

AS EASY TO USE AS ANY FLASHGUN! Fits ALL TYPES of CAMERAS!

• Compact AC Unit Complete with Mounting Bracket • 5-Second Recycle • 1/200 Second Flash • Synchronizes • Battery Pack Optional • No "Misfires" • Color Guide: 50-55 • Precise Specify Camera when Ordering.

HERE'S WHAT AN EXPERT SAYS:
"In tests the Eva-Lite proved light and easy to handle, and gives adequate lighting with no hot-spots." — Ron Williamson, Photo Editor, N.Y. Telegram-Sun

19.95 A $34.95 Value!

COMPLETE WITH GE FLASH TUBE GUARANTEED FOR LIFE!

EXCLUSIVE! AT A NEW LOW PRICE!
Save $49.55! Brand New! German-Import! Latest!

PEERFLEKTA II

PRECISION TWIN-LENS FOCUSING REFLEX CAMERA WITH NEEDLE-SHARP f3.5 COATED LENS

If you've ever yearned for a precision import — don't miss out on this Peerless Bargain! Check these Features:
• Superlative Model Manufactured by One of Germany's Finest Camera Works • Built-In Flash Synchronization • Range of Nine Shutter Speeds • Double Exposure Prevention Device • All Metal Construction • Takes 12 — 2¼ x 2¼ Exposures on 120 Film • Body Shutter Release . . . and Many More!

19.95 A $69.50 Value!

PLENTY ON HAND! ORDER TODAY!

PEERLESS SPECIAL PURCHASE!
Save $25.00! Brand New! Precision-Engineered

SVE MODEL 'B'

BRILLIANT 300-WATT, 2 x 2 SLIDE PROJECTOR WITH 5-INCH COATED, COLOR CORRECTED LENS

Here is truly one of the Greatest Bargains in Slide Projector History! A Spectacular Offer Made Possible By Peerless' Great Purchasing Power! Look At These Features: Brilliant 300-Watt Lamp • Powerful Blower Cooling System • Smooth, Positive Tilt Control . . . and many more!

24.95 List Price $49.95!

IT'S THE BUY OF A LIFETIME — ORDER TODAY!

SIZZLING MOVIE CAMERA VALUE!
SAVE $25.45! USED, EXCELLENT CONDITION!

B & H Model '220'

VERSATILE 8mm MOVIE CAMERA

• Super-Fast f2.5 Coated Lens • Simple "Sun Dial" Lens Setting • Continuous Run & Single-Frame • Automatic Footage Indicator • Runs 10' of film on One Winding

24.50 List $49.95!

Shipping Weight: 5-Lbs.

SAVE $33.55! USED, EXCELLENT CONDITION!

Argus C-3 Outfit

• 35mm Camera, Case and Flashgun • f3.5 Coated Lens • Coupled RF • Shutter Speeds to 1/300 Second
Ship. Wt.: 7-lbs. List $66.50!

32.95

SAVE $40.55! USED, PRECISION 2¼ x 2¼

Minolta Autocord

• Imported Twin-Lens Reflex Camera • f3.5 Coated Lens • Self-Timer • MX Flash • Speeds to 1/400 Sec.
Ship. Wt.: 5-lbs. List $99.50!

58.95

EXCLUSIVE! SAVE $255.50! BRAND NEW!

Hexacon Supreme

• German-Imported 35mm Single-Lens Reflex with f2 Ctd. Pre-Set C.Z. • Penta-Prism Finder • Synch. For Flash and Strobe
Ship. Wt.: 5-lbs. Value $305.00

139.50

SENSATIONAL SAVINGS ON USED, EXCELLENT

35mm Leica Cameras

Typical Values:	New	Used
Leica IF, f2 Ctd. Summitar	226.00	79.50
Leica IIIF, f2 Ctd. Summitar	289.00	114.50
Leica IIIF, f2 Ctd. Summitar	368.00	145.95

SAVE $153.55! EXCELLENT! COMPLETE 16mm

Bolex H-16 Outfit

• "Leader" Camera with 3 Brand New Wollensak Lenses: 1" f1.9 Raptar, 17mm f2.7 Ctd. W.A. 3" f4 Tele
Ship. Wt.: 12-lbs. List $370.00!

Used **216.95**

SAVE $100.00! PRECISION GERMAN-IMPORT!

35mm KINE EXAKTA VX FULLY AUTOMATIC MODELS!

• Used, with f2.8 Coated Fully Automatic T-Lens • Synch. for Flash and Strobe • Speeds to 1/1000 Sec.
Ship. Wt.: 8-lbs. List $279.50!

179.50

SAVE $18.00! BRAND NEW! LIMITED!

DeJUR 'Autocritic'

• Versatile Exposure Meter for Stills and Cine • Compact and Lightweight • Direct Readings • ASA Calibrated
Order Today! List $25.75!

6.95

PEERLESS SUPER BUYS!

EVERYONE GUARANTEED ONE FULL YEAR!

ONLY A PARTIAL LIST OF GREAT BUYS . . . IF YOU DON'T SEE IT—WRITE—WE HAVE IT!

35mm SINGLE LENS REFLEX

	New	Used
Exa f2.8 Westar MX ¢*	$ 85.00	$ 38.45
Exakta VX f1.9 Xenon	341.70	166.45
Contaflex f2.8 RF ¢*	169.00	68.45
Contaflex II, f2.8 ¢*, R.F.	199.50	127.45
Contax B f2 Biotar	199.00	86.45

35mm CAMERAS

Argus 21, f3.5¢*	$ 59.50	$ 26.45
Bolsey B-2 RF, case and flash	66.50	29.45
Bolsey C22 f3.2 Reflex RF ¢*	99.50	39.45
Contessa, f2.8 Tessar ¢*	142.50	68.45
Graphic 35, f3.5¢*, Case & Gun	89.75	51.45
Kodak Pony 828 f4.5 C*	29.50	12.45
Kodak Pony 135 f4.5 C*	29.75	15.45
Kodak Retina II F2 Xenon RF		51.00
Kodak Retina IIA RF MXe*	127.50	66.45
Kodak RF, f3.9, case & flash	75.00	42.45
Kodak Retina III C f2 Xenon ¢	190.00	111.45
Voigt Prominent f2 RF MXe*	220.00	122.45
Voigt Vitessa f2 RF MXe*	127.50	71.45
Voigt Vito II f3.5e*	54.50	20.45
Minox IIIS chain & case*	139.50	75.45

35mm LEICA, CONTAX

Contax IIA f1.5 Sonnar ¢*	$374.00	$158.45
Contax IIIA f2 Sonnar ¢*	383.00	175.45
Contax IIIA f1.5 Sonnar ¢*	412.00	187.45
Leica IIIC f2 Summitar ¢		113.00
Leica IIIF, f2 Summitar ¢*	368.00	145.45
Leica IIF, f2 Summitar ¢*	289.00	114.00
Leica IF, f2 Summitar ¢*	278.00	79.00
Leica IIIF f2 Summicron ¢*	336.00	166.45
Leica IIIF f1.5 Summarit ¢*	357.00	171.45

35mm STEREO CAMERAS

Kodak Stereo f3.5¢*	$ 84.50	$ 44.45
Revere f3.5 RF¢*	174.50	70.45
Stereo Realist f3.5 RFe*	159.00	61.45

2¼ x 2¼ REFLEX CAMERAS

Graflex 22 f3.5 ¢*	$ 93.00	$ 41.45
Hasselblad f2.8 Ektar/1600 ¢*	476.00	277.45
Ikoflex IIA Auto f3.5 Tessar Mx ¢*	126.00	70.45
Rolleicord III f3.5 Zeiss*		56.45
Rolleicord IV f3.5 Xenar MXe	134.55	62.45
Rolleicord V, f3.5 ¢*, MXV	134.55	75.45
Auto Rollei f3.5 Xenar MXe*	234.50	112.45
Auto Rollei f3.5 Tessar MXe*	249.50	118.45
Auto Rollei f2.8 Xenotar MXe*	309.50	171.45

PRESS CAMERAS

2¼ x 3¼ Anniversary Speed Graphic, f4.5 R.F., Gun	$p	$ 82.95
4 x 5 Pacemaker Crown, f4.7, Rangefinder, Gun	294.00	149.50
4 x 5 Pacemaker Speed, f4.7, Rangefinder, Gun	345.00	189.50

ELECTRONIC FLASH

Mighty Midget	$ 59.95	$ 32.95
FR, Dry Cell	54.95	32.95
Dormitzer DB1	89.50	59.95
Heiland Strobonar V	109.50	48.95
Expert V	69.95	43.95

(Symbols: RF Coupled Rangefinder, ¢ Coated, * Flash Shutter)

Highest TRADE-IN ALLOWANCE
Only 10% Down • EASY TERMS!

YOUR PRESENT EQUIPMENT IS WORTH MORE AT PEERLESS!

Money Back Guarantee!

All Items Offered Subject to Prior Sale! The Supply of Some Items Is Limited. Since Orders Are Filled in Sequence, Rush Your Mail Order in Today! Worthy Substitutions May Be Made, Unless We are Advised to the Contrary! 10 Days Free Trial! 1 Full Year of Service! Add Estimated Shipping Costs. We'll Refund Every Cent Not Used! If you prefer C.O.D. Please Send 10% Deposit.

PRICES SUBJECT TO CHANGE WITHOUT NOTICE
CONTENTS OF ADS COPYRIGHTED!

SENSATIONAL PEERLESS EXCLUSIVE!
SAVE $41.55! BRAND NEW! PRECISION-MADE 35mm

WELTI-1 CAMERA

Very Latest Model! Famous German-Import With Sharp f2.9 Coated TRIOPLAN Lens!

A $67.50 Value! Peerless Priced At Only . . . .

25.95

• Manufactured by One of Germany's Most Respected Camera Works • Built-in Flash Synchronization • 9 Shutter Speeds • Double Exposure Prevention •

ONLY 10% DOWN BUYS EVERYTHING PEERLESS OFFERS!

Break All-Time Records!

...and Only 10% Down Buys Everything Peerless Offers!

PEERLESS SUPER BUYS!

EVERYONE GUARANTEED ONE FULL YEAR!

ONLY A PARTIAL LIST OF GREAT BUYS... IF YOU DON'T SEE IT—WRITE—WE HAVE IT!

ROLL FILM CAMERAS

	New	Used
Polaroid Highlander, ¢*	69.95	$ 35.45
Polaroid Pathfinder 14.5 RF	249.50	142.45
Latest Super Ikonta Cameras:		
Model A, MX, RF, f3.5 Tessar ¢*	99.00	54.95
Model B, MX, RF, f2.8 Tessar ¢*	139.00	74.95
Model C, MX, RF, f3.5 Tessar ¢*	114.00	64.95

8mm CAMERAS

B&H 134TA f1.9 Turr	$159.95	$ 97.00
B&H 172A f1.9 Mag. Turr	199.95	118.45
Bolex B-8 Yvar, Turret ¢	119.50	Used 66.45
Bolex C-8 f2.8 Yvar ¢	89.50	Used 52.45
Bolex H-8 Leader, f1.9¢	269.50	Used 140.45
Kodak Brownie f1.9¢	46.75	30.45
Keystone K-32 Olympic f2.5¢	79.95	43.45
Revere 88 f2.5¢	74.00	30.45
Revere 84 f1.9 Turr	147.50	81.45
Revere 40 f2.5 Mag ¢	99.50	49.45
Revere 44 f1.9 Mag Turr	154.50	89.00

8mm PROJECTORS

B&H 221 500 W Case	$ 84.50	$ 42.45
B&H Regent 500 W Case	179.95	89.45
Bolex M-8 500 W., Case	169.50	Used 97.45
De Jur 750 W Case	159.50	72.45
Keystone K70C 500 W Case	69.50	38.45
Keystone K95, 750 W., Case	119.50	65.45
Keystone K109V, 750 W. Case	159.50	73.00
Revere 85, 500 W., Case	124.50	47.45
Revere 90, 750 W., Case	159.50	63.45
Revere 777, 750 W., Case	127.50	78.45

16mm MOVIE CAMERAS

Bell & Howell Autolead, f2.5 ¢	$174.50	$ 69.50
Bell & Howell 70DL, f1.9 ¢	365.00	208.95
Cine Kodak Magazine, f1.9 ¢	175.00	69.50
Revere Magazine, f1.9 ¢	182.00	68.95

16mm MOVIE PROJECTORS

Keystone K161V, Case	$169.50	$ 72.50
Revere 48, 750 W, Case	187.50	72.50
Bell & Howell Statesman, Case	199.50	129.50

SLIDE PROJECTORS

Argus PB 300, case ¢	$ 48.50	$ 21.45
Argus Automatic 300,¢ case	66.50	31.45
A.O., 300 W., Automatic, Case	59.50	30.45
Goldé Manumatic 300 W.¢	58.50	22.45
Goldé Coronet 300 W, case ¢	44.75	20.45
Goldé Reflex 300 W. case 2¼¢	86.50	47.45
Kodaslide Signet 500 W¢	72.50	44.45
LaBelle 75 Remote 500 W case ¢	154.95	93.45
Revere 555, 500 W.¢	79.50	42.45
Revere 888, 500 W.¢	119.50	62.45
TDC Headliner 300W ¢	49.99	19.45
TDC Mainliner, 300 W., Auto	59.50	28.45
TDC Streamliner 500W ¢	84.50	46.45
TDC Model D, 300 W.¢	67.50	29.45
TDC Stereo Projector 500W¢	169.50	76.45

(Symbols: RF Coupled Rangefinder, ¢ Coated, * Flash Shutter)

Highest TRADE-IN ALLOWANCE

Only 10% Down • EASY TERMS!

GREAT EXPOSURE METER BUYS!

SAVE $14.75! BRAND NEW! WORLD-FAMOUS

Weston Master II

• Versatile Meter For Stills and Cine
• Double Range For Low & High Light
• Calibrated in Weston, .3 to 800

16.75 List $31.50!

GREAT BUYS IN USED EXPOSURE METERS:

Norwood Director	List $32.95!	Only 18.95
G.E. Model PR-1	List $32.50!	Only 18.50
Gossen Dual Sixon	List $17.50!	Only 10.50

SAVE $77.00! BRAND NEW! GERMAN-IMPORT!

CERTO SUPER '35'

• 35mm Camera with f2.8 Coated Tessar Lens • MXV Compur Rapid Shutter • Speeds to 1/500 • Cpld. RF
Ship. Wt.: 5-Lbs. List $129.50

52.50

SAVE $46.05! BRAND NEW! FAMOUS

THRIFT-LITE IIX

• Electronic Flash Unit with AC and Battery • Fast 5 Second Recycle • 1/1000 Sec. Flash • Exposure Dial
Ship. Wt.: 7-Lbs. List $84.00!

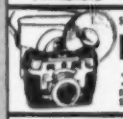
37.95

SAVE $35.00! USED, EXCELLENT CONDITION!

B & H 'MONTEREY'

• 8mm Movie Projector with Case
• 500 Watt Lamp • Blower Cooled
• Needle-Sharp f1.6 Coated Lens
Ship. Wt.: 17-Lbs. List $79.95!

44.95



SAVE $53.95! USED, EXCELLENT CONDITION!

Kodak Signet Outfit

• 35mm Camera, Case and Flashgun
• f3.5 Coated Ektar Lens • Coupled Range Finder • Built-in Flash
Ship. Wt.: 5-Lbs. List $91.45!

37.50

SPECIAL! SAVE $45.05! BRAND NEW!

Zeiss Telephoto Lens

• 135mm f4 Coated Pre-Set • For Use on Praktica, Rival Reflex, Hexacon, Contax D, Pentacon!
Order Today! List $85.00!

39.95

SAVE $85.00! USED, EXCELLENT CONDITION!

AMPRO FUTURIST

• 8mm Movie Projector with Case
• 750 Watt Lamp • Blower Cooled
• f1.6 Ctd. Lens • Fast Rewind
Ship. Wt.: 17-Lbs. List $159.95!

74.95

SAVE $70.00! USED, EXCELLENT CONDITION!

FME Tape Recorder

• Model 37-C With Microphone and Case • Two Speeds • Dual-Track • Separate Tone and Volume Control
Order Today! List $139.95!

69.95

AT THE LOWEST PRICES EVER!

Peerless Exclusive! Brand New! Imported, Prism

HAMBLETONIAN BINOCULARS

EVERY PAIR COMPLETE WITH LEATHER CASE & CARRYING STRAPS!

There's a Hambletonian Size For Every Purpose!

7x50 Hambletonians, Central Focus	Price-Slashed to Only	13.24
7x35 Hambletonians, Central Focus	Price-Slashed to Only	13.24
7x35 Hambletonians, Individ. Focus	Price-Slashed to Only	13.24
6x30 Hambletonians, Individ. Focus	Price-Slashed to Only	13.24
8x30 Hambletonians, Central Focus	Price-Slashed to Only	13.24
8x30 Hambletonians, Central Focus	Price-Slashed to Only	14.24
10x50 Hambletonians, Central Focus	Price-Slashed to Only	14.24
16x50 Hambletonians, Central Focus	Price-Slashed to Only	30.24

Add 10% F.E. Tax to All Binocular Prices.

7 x 50 NOW ONLY **21.24** (INDIVIDUAL FOCUS)

PEERLESS SPECIAL PURCHASE!

Save Up To $100.05! Brand New! Dual Track!

PENTRON 2-SPEED

PORTABLE TAPE RECORDERS WITH MICROPHONE, CASE, REELS AND TAPE!

• Versatile Model CT-1
• Simplified 'Monomatic' Single-Knob Control
• Records and Plays up to 7 Full Hours • Fast Forward and Rewind Speed • Radio-Phono-TV Input

Other Brand New Pentron Super-Buys:

	List	Sale
Pentron TR-4, Hi-Fi, Multi-Speed	189.50	104.95
Pentron Model HT-225, Hi-Fi, Multi-Speaker	225.00	124.95

74.95 List Price $129.50!

SPECTACULAR BARGAIN RIOT!

Sizzling Savings on Used, In Excellent Condition

FEDERAL ENLARGERS

2¼ x 3¼ MODELS!

FEDERAL 279 — 3½" Ctd. Lens. List $51.95! **25.95**

FEDERAL 311 — 3½" Ctd. Lens. List $75.95! **39.95**

FEDERAL 269 With 3½" Ctd. Lens **21.95** List Price $43.95!

ASK ABOUT OUR LIBERAL TRADE-IN ALLOWANCES!

NOW! AN AMAZING NEW LOW PRICE!

SAVE $53.00! USED, EXCELLENT CONDITION!

POLAROID '95'

Spectacular PICTURE-IN-A-MINUTE Camera! WITH BUILT-IN FLASH SYNCHRONIZATION!

A $89.75 Value! Peerless Priced At Only **35.95**

• Takes Eight 3¼x4¼" Pictures
• Focuses From 3½' to Infinity
• Sharp, Coated Anastigmat Lens

PEERLESS

92 Page Catalog

New 1956 Edition!

Bigger and Better Than Ever! Complete, Illustrated with Full Descriptions! You'll find the Greatest Array of: • Domestic and Imported Makes and Models • Thousands of Versatile Photographic Accessories • Current New & Used Prices • Peerless Exclusives & Special Purchases • Plus Tape Recorders, Binoculars, Audio Visual equipment • Thousands of Ideal Gifts!

ORDER YOURS TODAY! ONLY 10¢ PER COPY!
25¢ BACK ON 1st PURCHASE!

Mail Coupon Now!

PEERLESS CAMERA STORES
415 Lexington Avenue, New York 17, N. Y.
Dept. P-7

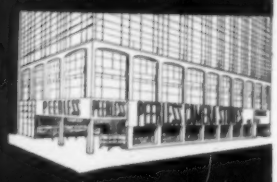
☐ I WANT TO BUY _____
☐ I WANT TO TRADE _____
☐ Send New GIANT CATALOG. Enclosed find 10¢
Cash ☐ M.O. ☐ C.O.D. ☐
☐ Time Payment. 10% Down Enclosed

NAME _____
ADDRESS _____
CITY/TOWN _____ STATE _____

PEERLESS CAMERA 415 Lexington Avenue at 43rd St., N.Y. 17, N.Y. MUrray Hill 7-1000

PEERLESS

ONLY 10% DOWN BUYS EVERYTHING PEERLESS OFFERS!



ENJOY THE ADDED ADVANTAGES OF A BRAND NEW, VERY LATEST

LINHOF 4x5 Super Technika

With 127mm f4.7 Ctd. Xenar Lens in MX Compur Synchro Shutter
PLUS UNIVERSAL REVOLVING BACK and EKTALITE FIELD LENS

The Linhof Super Technika has always been regarded as the finest of the large negative cameras . . . because it offered more advantages than any other. These added advantages can now be yours for very little more than the cost of ordinary equipment.

• Built-in Multifocus Rangefinder, with optical prism, couples to as many lenses as desired. • 3-section track assembly and triple extension leather bellows allow extreme close-ups and use of longer tele lenses. • Revolving back permits choice of vertical or horizontal format without altering camera position or removing from tripod. • Back swings — horizontal, vertical and diagonal — together with rising, falling, tilting and shifting lens standard — gives more complete control of perspective distortion. • Rapid Lens Interchangeability • All-Metal Construction.

394.70 . . . or 39.47 down — Easy Terms! Free Postage!

Illustration shows Multifocus Viewfinder (optional)

There's a Linhof for Every Photo Need!

Peerless Carries the Complete Linhof Line of 2¼ x 3¼; 4 x 5; and 5 x 7 Cameras.

Peerless Delivers The Goods! Order Today-We Ship Tomorrow!

Just Out! Three Sensational New Models!

PENTRON
2-Speed Tape Recorders

Complete with Microphone, Case, Reels and Tape!

MODEL RWN 'CLIPPER'

• Dual-Track Operation • Amazing "Monomatic" Control • Separate Volume and Tone Control • Fast Forward and Rewind Speeds.

BRAND NEW PEERLESS' LOW PRICE **109.50** List $139.50

MODEL T-90 'PACEMAKER'

With Two High Fidelity Speakers

• Single Lever "Unimagic" Control • Automatic Index Counter • Instantaneous Automatic Braking • Straight-Line Slot Loading

BRAND NEW **149.50** List $199.50†

MODEL HF-400 'EMPEROR'

With Three High Fidelity Speakers

• Roving Speaker in Lid Can Be Placed Anywhere in the Room • "Unimagic" Single Lever Control • Instantaneous Automatic Braking

BRAND NEW **187.50** List $249.50†

The World's Smallest Precision Camera!

BRAND NEW! VERY LATEST MODEL! THE FABULOUS

MINOX IIIS

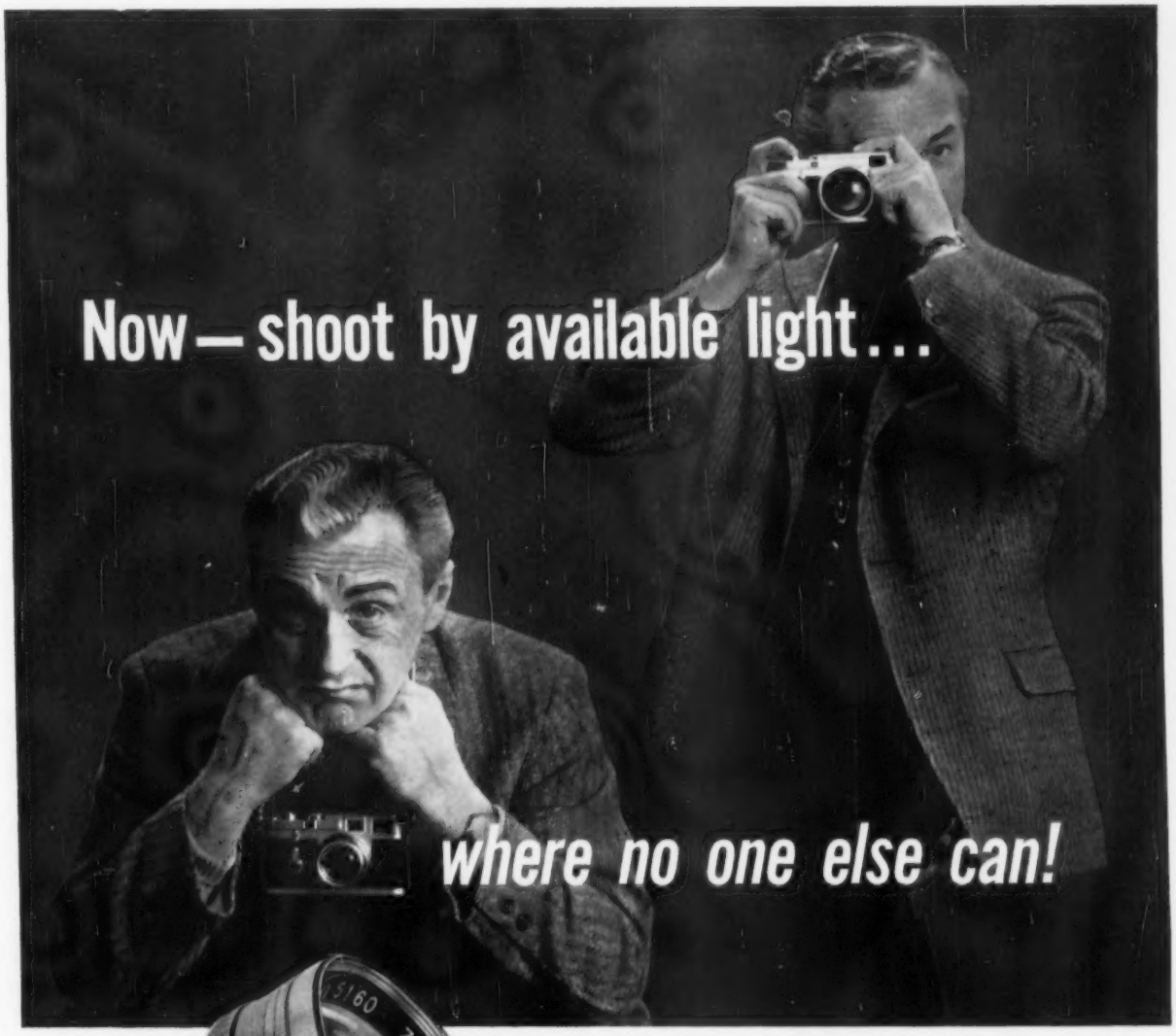
With Fast f3.5 Coated Lens Complete with Case and Chrome Safety Chain!

It's small, light, easy to handle, weighs only 2½ ounces . . . it's the one camera you will take with you, anywhere!

• Shutter speeds from ½ to 1/1000 • Rapid Film Transport • Double Exposure Prevention • Large image, Eyelevel Finder with Illuminated Field Frame • Internal Flash Synchronization.

Only 13.95 down — Easy Terms! Free Postage!

PEERLESS CAMERA STORES 415 Lexington Avenue at 43rd St; N. Y. 17
OPPOSITE GRAND CENTRAL TERMINAL • MU 7-1000



THE WORLD'S FINEST AND FASTEST LENS FOR 35MM PHOTOGRAPHY

Zunow 50MM *f1.1*

Now you can take pictures in color or on fine grain film where the light is so poor no one else will be able to shoot! And they will be pictures of incomparable quality, because you will be using the finest lens in existence...the lens that has broken the barriers of speed and definition, ZUNOW 50mm f1.1...*for the man who is free to choose the finest.* See the remarkable new Zunow lenses at your dealer today, or write for literature.

Zunow Optical Corp., 521 Fifth Ave., New York 21, N. Y.

If you own a truly fine camera, there is a Zunow lens for it:

for LEICA
35mm f1.7
50mm f1.1
100mm f2

for CONTAX
35mm f1.7
50mm f1.1
100mm f2

for CANON
35mm f1.7
50mm f1.1
100mm f2

for NIKON
35mm f1.7
50mm f1.1
100mm f2

for EXAKTA
35mm f1.7
58mm f1.2
100mm f2

for PENTACON
35mm f1.7
58mm f1.2
100mm f2

8mm MOVIE
13mm f1.1
25mm f1.1
38mm f1.1

16mm MOVIE
25mm f1.1
38mm f1.1
50mm f1.1

More Fun... More Thrills!

Long-range pictures you thought your present camera could *never* get... with new 7x photo-precision Binoculars!

Bushnell BINO-FOTO

35mm CAMERA UNIT *(Picture at top).*
Ideal for action shots. Complete, less camera, **$124.50***

TWIN LENS UNIT
At last! Twin Lens Telephoto. Complete, less camera, **$124.50***

SINGLE LENS UNIT
For 35mm Reflex. Complete, less camera, **$79.50** *Tax exempt*

*Federal Tax $9.45

Binoculars or Monocular may be used separately

Now on display at leading camera stores. *See it. Try it. Or mail coupon below.*

IN CANADA: 1333 16th W., Calgary, Alberta

U. S. Patents Applied For

FREE Lens Study

FUJINON

WORLD'S MOST PRACTICAL LENSES

f 2 35mm $179.50

f 1.2 50mm $299.50

New glass from rare-earth elements (U.S. Patents #2,718,174-#2,735,339) provides ultra-high speed plus superb definition at all f/stops. J. R. Eyerman, LIFE photographer, says: "...the FUJINONS ...most useful." Unconditionally guaranteed. At your dealer, or

MAIL TODAY for free studies, catalogs

D. P. Bushnell & Co., Inc.
Dept. R27 Bushnell Bldg., Pasadena, Calif.
☐ Send facts and pictures on BINO-FOTO
☐ Send facts and pictures on FUJINON

Name_____
Address_____
City_____ State_____
I have a_____ camera
My dealer is_____

angle lenses. Price, incl. case, $56.90. Telephoto lenses range from 1½-in. fixed-focus *f*/3.2 at $12.95 to 1½-in. focusing type *f*/1 at $99.95. Wide-angle lenses range from 7-mm fixed focus *f*/2.5 at $29.95 to 17-mm *f*/2.5 at $34.95. Complete descriptions available from Ocean Photo Supply Co., Inc., 11 West 20th St., New York City.

AUXILIARY LENSES (telephoto and wide-angle) are introduced by Spiratone, Inc., 49 West 27th St., New York 1, for the Graphic 35 camera. With the telephoto lens, focusing is done through the rangefinder while the wide-angle lens requires a fixed 3½-ft setting. Priced at $16.95 each incl. filter holder and case, both are available in a double leather case, $29.95.

FLASH

STARLITER is the trade name of a set of matched electronic-flash units made by Scheibe Engineering, Burlington, Wis. Designed for portrait-studio use, the set contains a 20-in. flood, priced at $334.30; 8½-in. reflector with barndoors on a boom, for a hairlight ($364.20); unit with 7-in. reflector on "shorty" stand ($303.20); and 8½-in. spot ($348.30). All units have a 3-intensity control from 25 to 200 watt-seconds, with coordinated flash and modeling light. Write Scheibe for complete information.

WHITE RAY electronic-flash unit has a flash duration of 1/2000 sec; guide number of 220-300 for black-and-white and 70 for high-speed color films, and a ready-light. Battery pack is curved to fit body and peak light output is claimed to end of battery life. Price, less cord and bracket, is $89.95; Mfr. is Burke & James, Inc., 321 S. Wabash Ave., Chicago 4.

TABLITE and Shaw-Lite electronic flash-kits for do-it-yourself photographers are available from Technical Apparatus Builders, 109 Liberty St., New York 6. Assembly time is two hr and it is claimed that a child can construct a unit. Five models are available, weighing from two to six lb; a-c and/or battery operation; guide numbers from 75-150 for color and 225-450 for fast pan films. Prices, incl. all parts, case, and pre-assembled flashgun, range from $24.95 to $54.95, less batteries. Write T. A. B. for more details.

BA-101 is an a-c speedlight from American Speedlight Corp., 63-01 Metropolitan Ave., Middle Village 79, L. I., N. Y. Light output is 1,100 E.C.P.S. and covers a 45-50 degree angle. Guide number is 30 for Kodachrome and 56 for E-2 Ektachrome. For use with X-delay shutters, it has a button for open flash; a built-in guide for determining *f*-stop; and a ready light. Weight is 20 oz and it can be shoe or bracket-mounted. Price is $29.95.

M-32, an electronic-flash unit, is introduced by DeJur-Amsco Corp., 45-01 Northern Blvd., Long Island City 1, N. Y. Main feature is a Sunlight Filter which is claimed to convert ultraviolet rays (generated when flash is fired) into useful light. Operated either by batteries or a-c, guide numbers are 40-80 for color films and 120-200 for black-and-white, without extra developing time. Recycling time is 8-12 sec; color temp 5500 K; flash duration 1/1000 sec; and a charger is built-in. Price is $54.95 and more details are available.

TRIPODS & ACCESSORIES

CONTINENTAL is the name of the latest tripod line made by Davidson Mfg. Co., W. Covina, Calif. The tripods, Mark II and Mark III, have a detachable leg which accepts a crown head, making it a unipod or walking stick. Jet-Set legs have nylon locking devices and eliminate knurled knobs. They are claimed to be slip-proof and non-binding. Other features are same as found on the Star-D line. The Mark II weighs 3 lb 8 oz, extends to 60 in., folds to 26½ in., and is priced at $17.95. The Mark III is an elevating model, weighs 5 lb 3 oz, extends to 72 in., folds to 30 in. and is priced at $24.95.

S.O.S. TRIPODS for most standard makes of movie cameras are introduced by S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York. Features include single leg-tightening knobs; two-position pan handle for left- or right-hand use, adjustable to any length; outside camera-tightening knob; aluminum leg supports; positive pan and tilt locks; tie-down eyelets; telescoping hardwood legs, 41 to 75 in. Priced at $145, another model for heavier cameras, the S.O.S. Senior, is priced at $295.

EXPOSURE METERS

WALZ CORONA exposure meter slips onto the camera accessory shoe and weighs 4 oz. ASA film ratings are from 3 to 400; aperture settings from *f*/1.4 to *f*/22; shutter speeds from 8 to 1/1000 sec; and movie-frame scale from 8 to 64. A model calibrated for LVS is also available. Distributed by U. S. Photo Supply Co., 1204 G St., N.W., Washington, D. C., price is $9.95, incl. case.

NEW IKOPHOT exposure meter is announced by Carl Zeiss, Inc., 485 Fifth Ave., New York 17. Named Ikophot Rapid, this model permits one-handed operation, as there are no scales under the needle. A single calculator scale has conventional and linear shutter speeds and also shows light values. Both ASA and DIN speeds are shown and the meter is usable with all still and movie cameras. Price, with incident-light hood, case, and metal safety chain, is $28, the same as the earlier model.

MISCELLANEOUS

IRIS DIAPHRAGM for homemade enlargers and cameras is activated either by handle or milled ring. Diameter is 2½ in., max aperture 1⅝ in., and min aperture ¼ in. Price is $4.50, from Edmund Scientific Corp., Barrington 16, N. J.

UNIVERSAL PHOTO-LETTERING SET can be used for titles with movies, slides, and with ordinary snapshot cameras. When used with the latter, it does away with written captions in photo albums. The kit contains 175 reusable plastic letters and numbers which stick to any smooth surface upon contact. A product of Stanley Plastic Products, Box 14422, Houston 21, Texas, kit is priced at $2.95.

Spectacular is the word

for his artistry, endowing subjects with dynamic drama and action.

JULES ALEXANDER

one of America's very top photographic illustrators

is constantly busy serving a critical list of important accounts and eminent clients in his flourishing Fifth Avenue Studio. Jules Alexander is a distinguished graduate of the

school of modern photography

His striking magazine covers, illustrations, and advertising pictures keep a cavalcade of celebrities and models appearing before his active lens. A dynamic example of his bold imagination in directing and posing models is the picture shown at upper right, one of his most recent creations for Barbasol Presto Lather.

"My SMP training was one of my big lifts up the ladder," he states.

You, too, can make the successful step from "spare time to big time!" — through training right in your own home. SMP opens the way for you with the most unique and effective home training program ever offered.

You can enjoy the same success continually achieved by SMP graduates in every country of the world, in every state of the Union, and in every fascinating, well-paying branch of photography. You can readily gain the same SMP know-how which enabled them to make good, to become leaders among photographic craftsmen.

SMP's methods and special teaching devices make sure you attain full working knowledge of both principle and practice. You advance in knowledge and skill rapidly, under supervision of the most outstanding authorities in professional photography. You enjoy advantages never before possible through old-fashioned methods depending too much on printed texts.

Ingenious teaching kits, actual negatives, and photographic prints, charts, instruction guides, projection slides, and practical assignments guide you right into professional picture making. These exceptionally helpful aids enable you to *get much more* out of the modern, fully illustrated teaching texts which give you thorough understanding of both the fundamental and advanced phases *of all branches of photography.*

To let you see for yourself, and prove to yourself, the unusual advantages of this better system of home study, SMP will send you FREE their big new book explaining their result-getting methods in detail. One good look will tell you that this book is more than an explanation of advantages. It's an eye-opener that will spark you with new interest and ambition. You'll see pointedly that somewhere in photography's many branches there's a big-money place *just* right for YOU.

So mail the coupon today, and you'll be headed right toward the success you want. Don't postpone that success. Act now.

THE SCHOOL OF MODERN PHOTOGRAPHY
Dept. P-76, 136 East 57th St., New York 22, N. Y.

Approved by the State of New York — *Established 1939*
Resident training available — *Approved for Veterans*

Mail this coupon NOW for your personal copy of the big illustrated book—
"A SUCCESSFUL CAREER FOR YOU IN PHOTOGRAPHY"

The School of Modern Photography, Dept. P-76
136 East 57th Street, New York 22, N. Y.

Please send me full information regarding ☐ **Home study courses** ☐ **Resident courses**

And send me your big free super-illustrated book that tells about SMP's methods and teaching systems, and gives me the picture of the opportunities I can find in photography.

Name _____

Address _____

City _____ Zone _____ State _____

finest quality color prints

AS LOW AS 6 FOR $1.00

plus even greater savings with the new

RUSS COLOR CLUB PLAN

YOU CAN GET: **2** rolls of color film developed or **12** wallet-size color prints or **6** color enlargements } *Free!*

Here's the most exciting color news since the invention of color film. It's the Russ Color Club, a plan that brings you all color services — at new low prices — with *quality guaranteed!*

HERE'S HOW:

When Russ returns your processed order, in addition to receiving the finest color work you've ever seen, you also get a Value Certificate, which is worth 20¢ for each $1.00 of your order.

Accumulate four Value Certificates and include them with your fifth order — as *part or full payment!*

A glimpse at the Russ prices, shows some of the lowest in the field, *even without the Club Plan savings* — 6 wallet size for $1 . . . 3 3x4 for $1.00 . . . 2 4x5 for $1.00. And as a member of the Russ Color Club you save 20% more.

You will also appreciate the rapid service. The Russ Color Club processes work as received — day or night — and pays return postage.

And with the Russ Color Club you have no minimum requirements, no 'forced' buying, no obligations. You order at your convenience and save-as-you-go.

Select your favorite transparencies. Send them today! Start accumulating those money-saving Value Certificates this week!

RUSS COLOR CLUB · P.O. Box 323 Cooper Station, New York 3, N. Y.

CHECK THESE LOW PRICES

FULL COLOR PRINTS

From Kodachrome — Ansco Color Anscochrome — Ektachrome, etc.

6 WALLET SIZE $1.00

(app. 2x3—from 35mm and 828 slides)

5 Wallet Size $1.00

(from 120 and stereo transparencies)

3 x 4	40¢ each; 3 for $1.00
4 x 5	60¢ each; 2 for $1.00
5 x 7	85¢ each; 3 for $2.25
8 x 10	1.75 each; 2 for $3.25

FILM PROCESSING

Anscochrome-Ektachrome . . . per roll $1.00

DUPLICATE COLOR SLIDES

From 35mm color slides only—25¢ each

THIS COUPON ENTERS YOU

Russ Color Club
P.O. Box 323 A • Cooper Station • New York 3, N.Y.

Gentlemen:

Yes, enter me in the Russ Color Club. I understand there is no entry fee — no obligation — and that all work is guaranteed.

Please develop _____ rolls of color film @ $1.00 _____

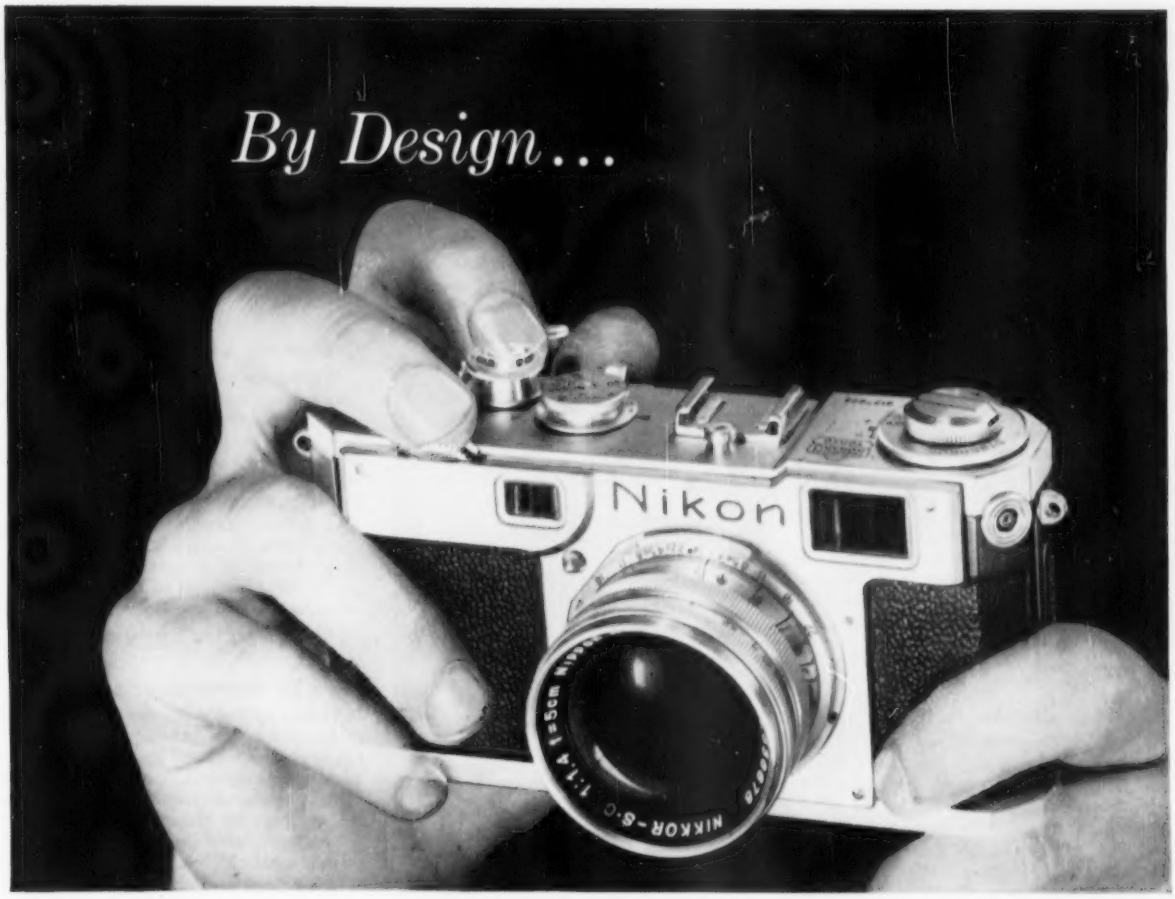
Please make _____ color prints, at a cost of _____
(mark each transparency for size and quantity)

Amount enclosed $_____ (sorry, no C.O.D.'s)

Name _____

Address _____

City _____ Zone _____ State _____



NIKON S-2

The Fastest Handling '35' in the Field

The vital question is – how **fast** can a fine camera deliver its precision and quality.

There is no waste motion when you use a Nikon S-2. You advance the film–focus the lens–and release the shutter using only three fingers. Here's how.

You hold the Nikon in your right hand so that the middle finger is on the focusing wheel–your forefinger rests on the body release–and your thumb is held ready at the transport lever. Now, start . . . a short, single stroke of the lever advances the film and 'cocks' the shutter. Immediately, you adjust focus with your middle finger–your forefinger ready for the exposure.

Now, make this 1-2-3 test with any other 35. Advance the film–focus the lens–and shoot. Notice how many more movements are involved . . . how much more time it takes . . . and you will see how the **Nikon S-2**–by design–is *the fastest handling '35' in the field.*

Nikon S-2 with 50mm Nikkor f2 **$299.50**
Nikon S-2 with 50mm Nikkor f1.4 **345.00**

See Your Nikon Dealer or write to Dept. NG-1

NIPPON KOGAKU TOKYO

NIKON INCORPORATED • 251 Fourth Avenue • New York 10, N.Y.

Research microscopes, contour projectors, surveyors' transits, prism binoculars, and fine optical and ophthalmic instruments

CANDID SHOTS by the Editors

Midyear Picture Issue

Regular readers of POP PHOTO look forward to our December Contest Issue, which always has a superb portfolio of the best pictures the editors can find, from all over the world. This year we decided not to make our picture-loving customers wait so long for a big batch of fine photographs. Hence, this middle-of-the-year picture issue, bringing you dozens of wonderful shots you'd like to have taken yourself, ingeniously arranged and grouped to make photographic points, with just enough instructional and inspirational text to help you make your own pictures better.

While we're talking about pictures and special picture issues, we'd like to ask your opinion. Do you like lots of photographs in POP PHOTO, even at the expense of text articles? Can you learn lessons from pictures that help you make better ones yourself? *Candid Shots* will be glad to hear from you.

Do-It-Yourself Color Prints

We present our story on the new Kodak Color Printing materials (*The Coming Revolution in Color*, pages 54-57) with the honest conviction that any competent and reasonably skilled amateur can use them successfully. When we heard about the papers, and saw sample prints made on them, we were impressed, but not entirely convinced it was a story for us—and you. We asked Kodak's Howard Colton to look into the possibility of an article, and explained that it would have to show a process adaptable to the average amateur darkroom. He invited managing editor Norman Lipton to come to Rochester, where he has a personal darkroom very much like yours and mine. There Lipton watched Colton make the prints we were to use to illustrate the story, and made a print himself. We were satisfied. You will be too.

Lipton (left) and Colton

Back to the Drawing Board

One of the more spectacular examples of beginner's luck is the attractive young lady on our cover, Miss Irene Charles, an advertising agency art director who became a cover girl on her first modeling assignment. During a vacation at Fire Island, she and photographer John Morrin discussed a series of pictures to be done on "spec" for possible sale to ad agencies, magazines, and other picture purchasers. With her art experience and his photography, it seemed a reasonably certain thing in an uncertain world. They hired a model for the series but she failed to show up. Under protest, Miss Charles substituted for the missing model with obvious success. She says that she felt a little stiff in front of the camera, but later found the new experience enjoyable. Despite this triumph, she has no immediate plans for deserting the drawing board for a model's career, feeling that art direction is a more stable line of work.

Irene Charles, art director-model

High School Contest Awards

All you impatient high-school students have probably by this time discovered the winning pictures from our High School Photo Contest, on page 90. As we write this, arrangements have been made for awards to be presented to winners by their school principals in assemblies, and for photo dealers to display the prize pictures.

Honors for Five Newsmen

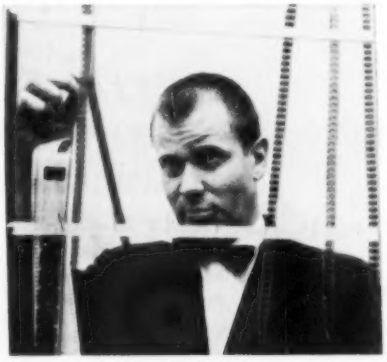
Frankie Filan was a young press cameraman who died of wounds received at Tarawa in World War II. In his memory a group of awards has been established by the Frankie Filan Memorial Awards Committee, whose executive director is Samuel F. Falk, president of the New York Institute of Photography. Its first Awards Luncheon was held recently at the Overseas Press Club in New York. United Press photographers Alfred Whalen and Charles Corte received awards in the Features and Politics categories respectively; Nicholas Sorrentino and Charles Hoff of the New York *Daily News* got prizes in Spot News and Sports; and Bob Lerner of *Look* magazine took the honors for Picture Sequences.

Contest: the Very Last Minute

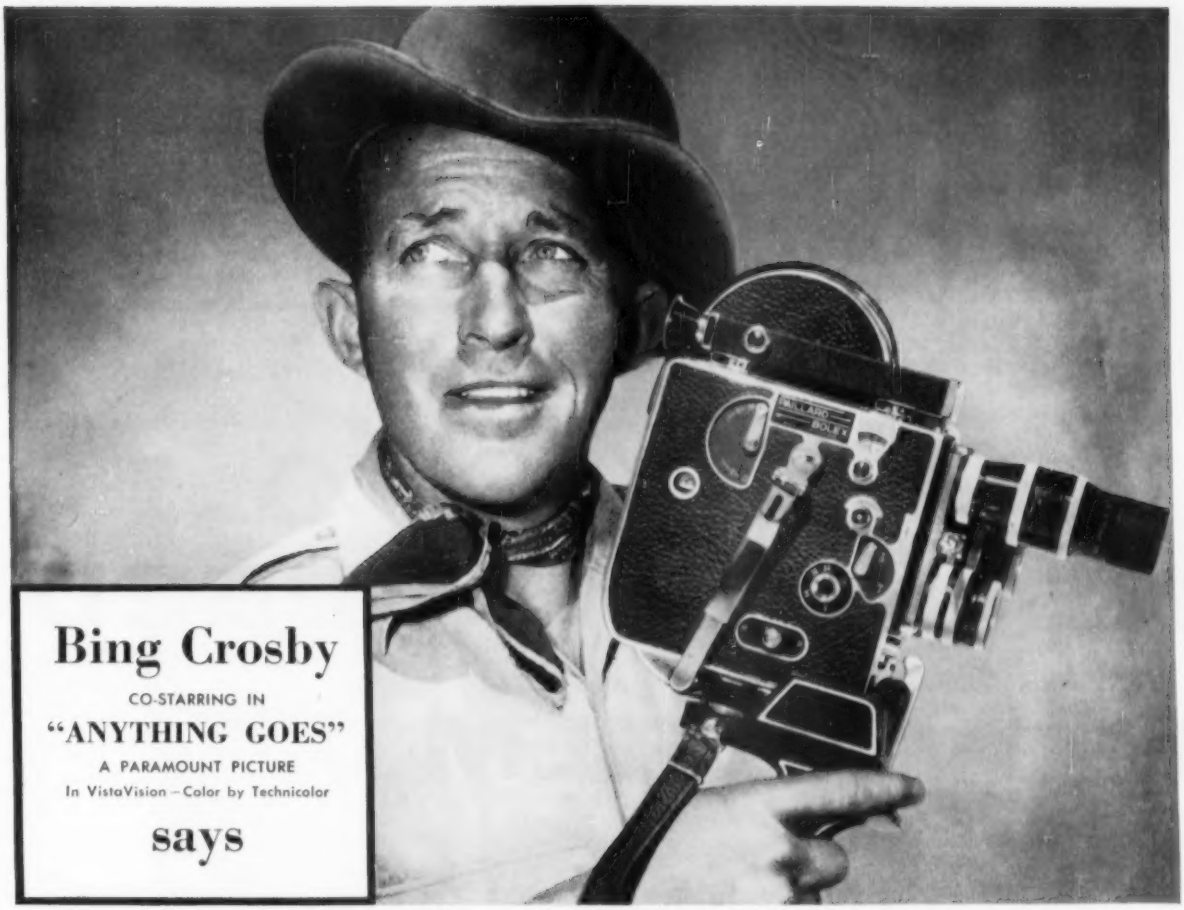
We try to avoid excessive use of exclamation points! But sometimes there's no getting away from them! For example, this is the last! last!! last!!! time we'll be able to urge you to get your pictures in the mail for the 1956 POPULAR PHOTOGRAPHY International Picture Contest. You'll find a "last chance" announcement and entry blank on pages 134-135 of this issue. But finding it is not enough! You've got to send pictures to have a chance of winning part of the $25,000 pot! Okay? Fine!

Color TV Newsman

As you probably know by now, we like to have our new-product and new-technique stories written by working professionals or serious amateurs with practical day-to-day experience in the subject, rather than by theoretical scientists or impractical dabblers. One such working pro is Art Holch, who bylines this month's story on the new high-speed Anscochrome movie film. Art is New York news editor of NBC television's *News Caravan*, which qualifies him as a pro in handling movies. As a still photographer, though, he's an avid amateur—and a good thing he is, for it was in stills that he discovered Anscochrome's remarkable "pushability." He queried the manufacturer: could he get some for movies? He could. With the first batch, Holch had color newsreels shot and shown the same day! And now he helps keep NBC in the color-news forefront, with the fastest turnover of color film in the television business.—▶



NBC's Art Holch



" If you know movie cameras, you know BOLEX means quality ! "

Whether you are a Hollywood professional or a rank amateur, you'll recognize the superb quality of the Bolex movie camera. The matchless craftsmanship of every detail makes the Bolex a camera of pace-setting value. Choose a 16 mm like the one pictured above or an 8 mm shown to the right; both are cameras you'll be proud to own.

Look at these features on the 8 mm Bolex C-8 and B-8 that assure professional-like results and easier filming:

Optical Zoom Viewfinder – precision Swiss optics match lens to viewfinder; you see exactly what you will film.

Widest Choice of Speeds – from 8 to 64 frames per second – allows slow motion or speeded-up action.

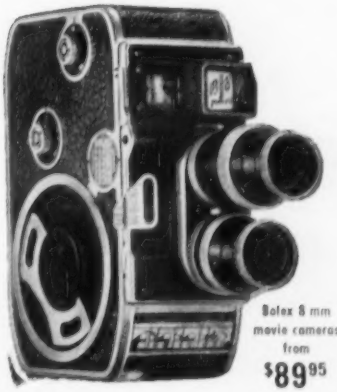
Simple Drop-in Loading – takes only 10 seconds; saves 20% in film costs over magazine cameras.

Standard D Lens Mount allows you to use the finest Kern-Paillard lenses, from wide-angle to telephoto.

Single Frame Filming allows special titling, animation and trick effects. Complete with cable release.

Ratchet Winding – the Bolex motor is wound with an easy back and forth motion like the winding of a Swiss watch.

See these and many other features demonstrated by your Bolex dealer. For literature and the name of the franchised Bolex dealer nearest you – and for details on how you can obtain copies of the BOLEX REPORTER magazine – write Dept. PP-7 at the address below.



Bolex 8 mm movie cameras from **$89.95**

BOLEX A PAILLARD PRODUCT

PAILLARD PRODUCTS INC. • 100 SIXTH AVENUE, NEW YORK 13, N. Y. • FINE SWISS MECHANISMS SINCE 1814

NEW HIGH-SPEED MOVIE FILM

16-mm Anscochrome Tungsten can be used at exposure indexes of 32 and 126

By ARTHUR HOLCH
News Editor, NBC News Caravan

On the opposite page are three strips shot with a new, revolutionary tungsten color film. It can be used at an exposure index of 32 or 125. This film opens up a new world to color photographers. Arthur Holch, an amateur photographer and professional journalist, tells how the National Broadcasting Company first put this film to work. Later in the story is information on the availability of the film for amateur work.—The Editors.

IT SEEMED unbelievable. But there it was on the screen. We were seeing a full-color 16-mm motion picture of a night football game, lighted by the standard gridiron floods, with no additional illumination.

The next sequence topped the first. Here was a small-city baseball game—also in full color and at night—on a diamond with even less light.

The projector rolled on to even more fantastic scenes—full-color sequences from cameras operating at thousands of frames per second.

This eventful screening was part of NBC's search for a film that would put color into its daily News Caravan program. The goal was a film that would reproduce color accurately in a dimly lighted corridor, in a convention hall, on a street at night, without a vanful of heavy production lighting equipment.

In short, NBC News needed a revolutionary film. Now, if we could believe our eyes, this was what we were looking for, right there on the screen—the stuff of which photographic revolutions are made, not only in the world of professional motion pictures, but in the amateur world, as well.

We were watching a demonstration of the new Anscochrome Tungsten, balanced for artificial light, rated at an exposure index of 32 on the instruction sheet, and as fast as 125 when given modified development by the manufacturer. It is balanced at 3400 K.

The film was not for sale, but Ansco agreed to provide for NBC experiments the first two rolls ever released outside the field of classified government research.

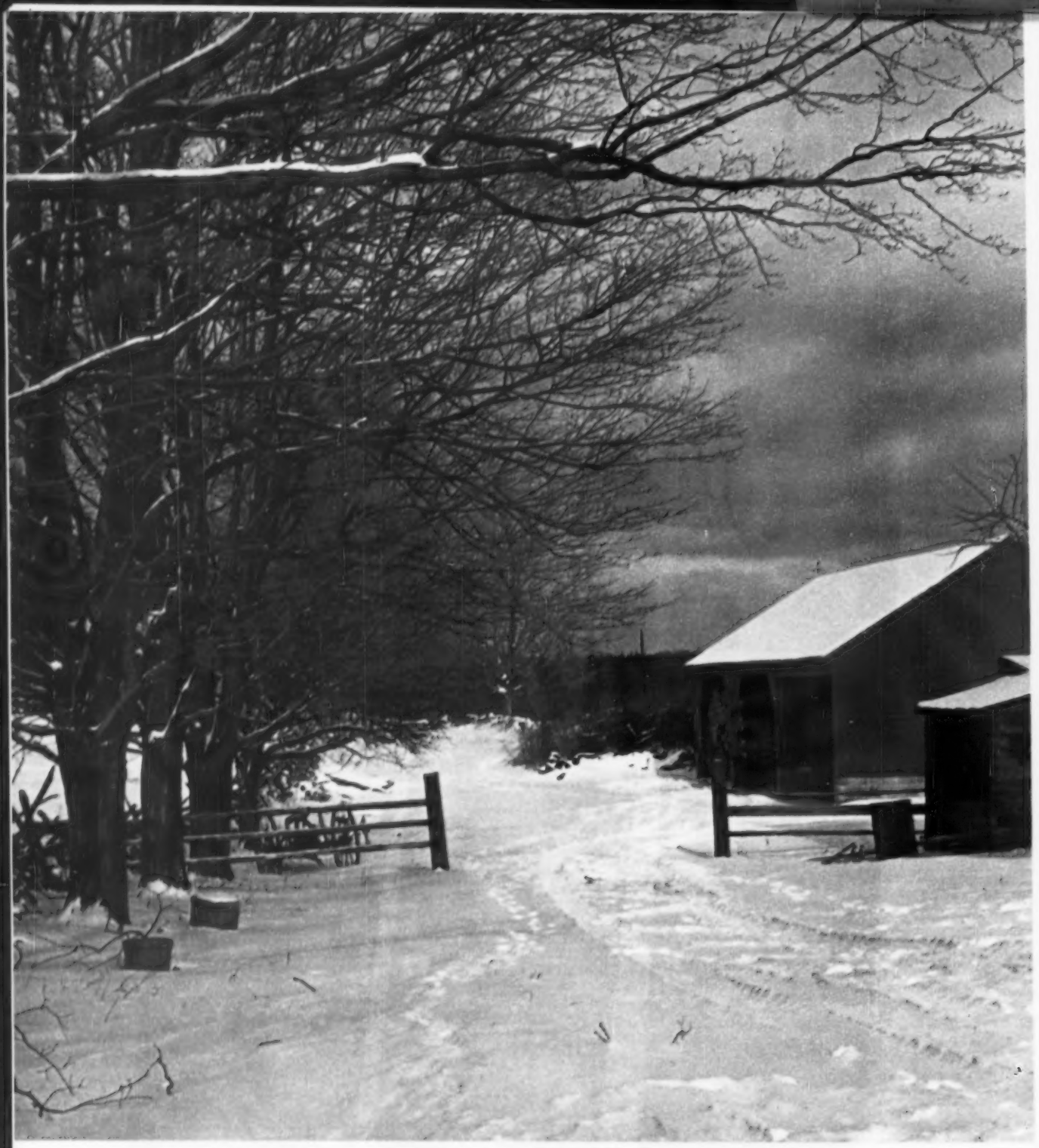
Later, NBC was the first organization outside the government to order and receive Anscochrome Tungsten in quantity. Since then, this film and its companion daylight emulsion, exposed at the same two (*Continued on page* 142)

32 ASA
Flood light
Normal processing

125 ASA
Bar light
High-speed processing

125 ASA
Available light
High-speed processing

Films photographed by NBC News cameramen:
Auto show: Bill Birch
Model: Bruce Powell
United Nations: Tom Priestley



THE COMING REVOLUTION IN COLOR

Now at last—quality

By HOWARD C. COLTON

Eastman Kodak Company

These are great days for color photography. At last it is possible for anyone to make top-quality color prints in his own darkroom, employing equipment and methods much the same as for black-and-white printing.

With the newly announced Kodak Type C color printing paper, wonderful prints can be made by direct printing technique from Kodacolor Roll Film —prints that are superior both in color fidelity and photographic quality. And, even more important, full control and correction can be exercised during the enlarging process—a point of great interest to professionals, salon exhibitors, and all whose demands are exacting.

Clearly, the new material compels a lot of rethinking on the part of everyone who uses color. The quality is so high that it seems certain many professional workers will soon be using it to supplant or supplement transparency films. And there will of course be a marked swing of amateurs toward a color process that offers so much chance for control, and does away with the necessity for projecting and optical viewing.

Kodacolor film is available in the usual roll sizes, but not in 35-mm. This fact could lead many to rely more heavily on their roll-film reflex cameras for color, once they are satisfied that the Type C prints fill their needs. The new Kodacolor is an improved version of the familiar color roll film introduced more than a decade ago, which was processed by Kodak into negatives, from which color prints could then be ordered through photographic dealers. The new film (see POPULAR PHOTOGRAPHY, April 1956) can be exposed under any light;

Winter scene at left was reproduced directly from a Kodak Type C color print, which in turn was made from a universal Kodacolor roll-film negative by a filtered white-light exposure in a simple amateur enlarging setup. The six pictures above demonstrate the "color toning" effect on the whole picture of six CC20 filters, corresponding to additive and subtractive primary colors.

color prints can be made in your own darkroom

With new Type C paper you can make sample contact sheets or carefully controlled enlargements

Both the picture content of Kodacolor negatives and the color balance of the "white" printing light can be checked with impromptu contact prints like the one illustrated above — eight 2¼ x 3¼ inch negatives on an 8 x 10 inch sheet of Type C paper. The pair of prints at the left shows how excessively dark areas (like the water) can be held back during exposure with hands or a dodging tool so they print-in lighter—a technique similar to that employed in making black-and-white enlargements. Areas that print too light can be locally burned-in with neutrally balanced white light to achieve proper color values.

color is balanced in the printing process.

The accompanying illustrations show how wide a range of compensation and adjustment is possible with six different CC20 filters used like any other printing filters on an ordinary enlarger. Pictures on the preceding pages show how Type C paper's versatility permits making contact prints as well as enlargements.

The new Kodacolor film, termed universal Kodacolor to distinguish it from the older type of Kodacolor, has a daylight exposure index of 32 and a tungsten index of 25. The guide number with #5 or #25 bulbs is 110 at 1/50 second.

Processing is simple and the only critical requirement is accurate temperature control. Kodak identifies this process as C-22. The total elapsed time required to process a roll of universal Kodacolor through the six chemical stages is 51 minutes. The first three stages—developer, short stop and hardener—must be carried out in darkness, or in a developing tank, just like any panchromatic-film development.

All solutions are prepared from packaged chemicals prepared exactly as prescribed on the package directions. These formulas are more complex than those used in black-and-white work and differ somewhat in preparation. For example, the Kodacolor Film Developer is prepared by adding the chemicals, in prescribed order, to the full volume of water. For best results, store all solutions in full, tightly stoppered bottles and use within two weeks of mixing. If only a few *(Continued on page 130)*

HOW THE COLOR REVOLUTION SHAPES UP

This article on the exciting new color-printing material brings into sharp focus the revolution to come in color photography. The advent of Type C printing paper in conjunction with the new universal Kodacolor points up the possibility that the negative-positive process will eventually supplant reversal films and their now popular transparency color slides.

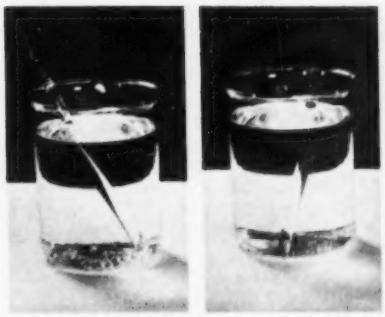
The demand for high-quality color prints has always been strong, and the photographer's desire to control the color process in the darkroom as he is able to do with black-and-white, may now combine to change the whole course of color photography as we know it.

The color negative has the two-fold virtue of working equally well with both black-and-white and color-printing materials. But, mainly, it places in the hands of the photographer the means for controlling the process sufficiently to enable him to produce color prints conforming more closely to his creative intentions.

The trend to color printing in the home darkroom is also being aided and abetted by new developments in the positive-to-positive color-print field. Kodak's new Type R paper, announced with Type C, permits prints to be made from slide transparencies; and of considerable interest is Ansco's announcement of a new improved Printon for home and laboratory print-making to be released later this year. It features cleaner whites and much better color saturation than the old type.

Although the materials now at hand are not perfect, the possibilities are great, the promise for the future enormous.—ED.

step-by-step instructions on page 130

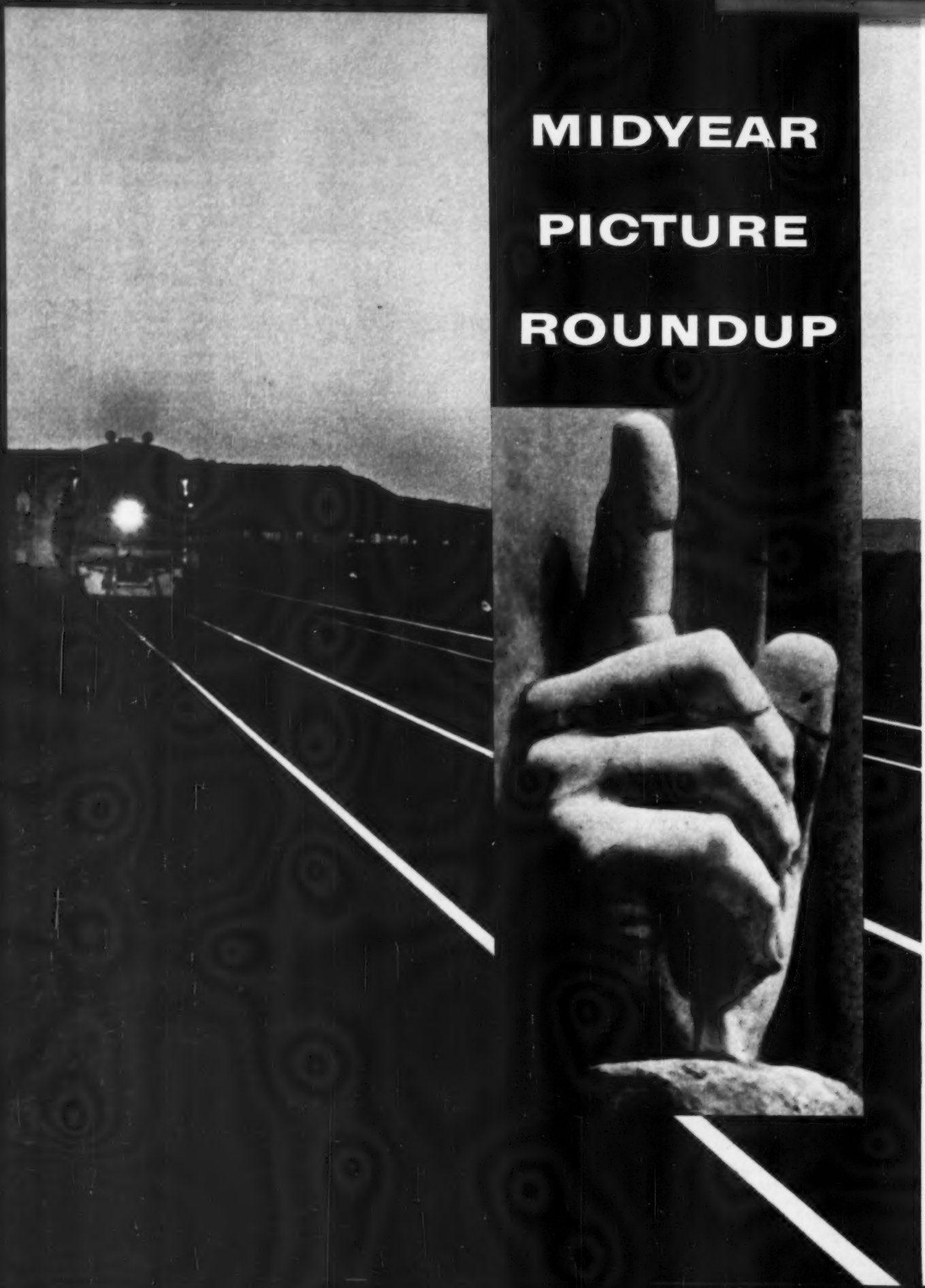


1 & 2. First developer component, a liquid, will form globules which must be dissolved by careful stirring before adding other chemicals to the developer solution.

3. Careful temperature control is very important. Use a water bath to maintain constant temperature of 75 degrees. Accurate thermometer is "must" for color.

4. Proper and regular agitation is another "must." This type of tank has to be inverted; other types use agitating rods to move film reel during processing.

MIDYEAR PICTURE ROUNDUP



A POPULAR PHOTOGRAPHY SPECIAL ISSUE

FEATURING:

PICTURE IDEAS

INSPIRATION

KNOW-HOW

1 *Circular window in fortress wall provides unusual frame for Yugoslavian street scene. Only illumination was daylight falling through window toward camera, leaving interior wall in blackness. Leica, Plus-X, 1/100 second at f/16.*

6 *ways of* BACKLIGHTING

Photographs by GEORGE DANIELL

BACKLIGHTING—illumination from any source located *behind* the subject—is one of the most useful lighting techniques available, and a sure way to increase the visual impact of many kinds of pictures. The six photographs reproduced here, by magazine photographer George Daniell, show six interesting uses of backlighting which can be exploited by any amateur with a basic understanding of exposure, and courage enough to point his camera into the light. Here's what Daniell says about the technique:

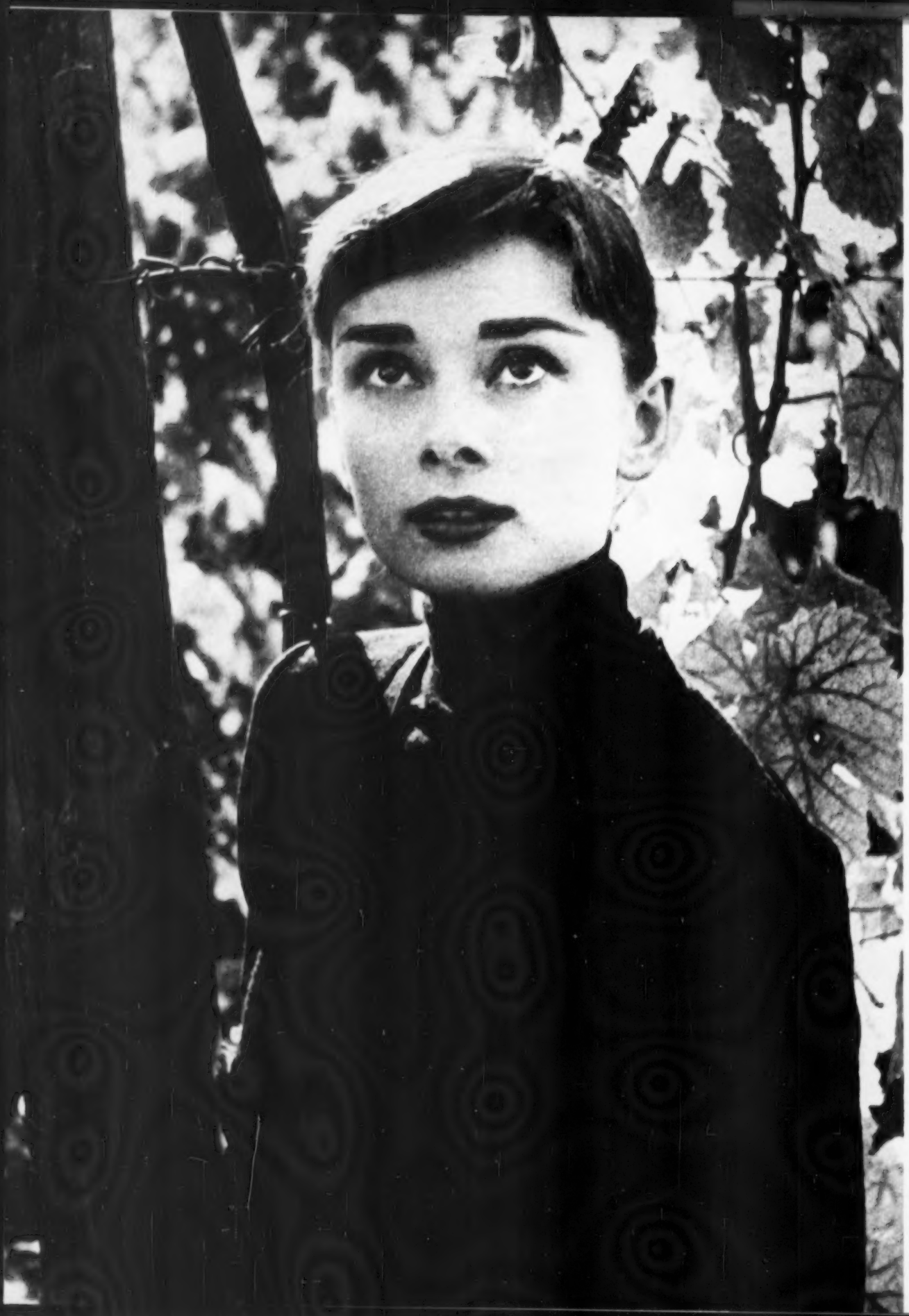
"I don't like 'tricks' in any medium, and I would never set out to do just 'backlighting.' However, when it is there and part of the story there is no need not to take advantage of it. In fact, I like it for many reasons. It is dramatic, poetic, brings out texture, and in portraiture enables one to see more sculpturally as well as allowing the subject to be modeled in a low, pleasing, natural light, kind to the eyes and therefore to the whole expression."

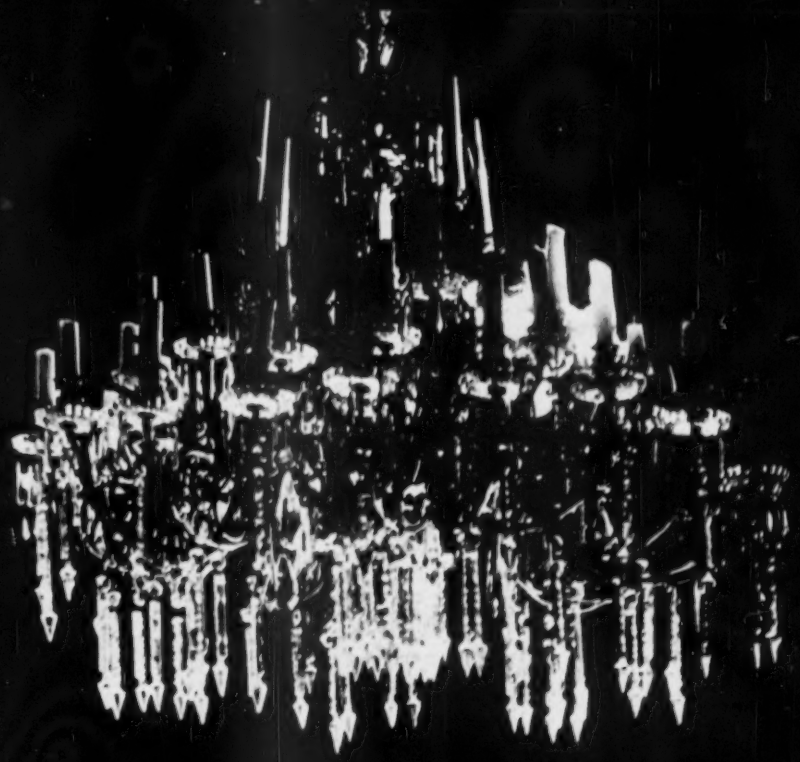
No special equipment is necessary for this kind of photography. However, to reduce flare and (*Continued on page* 138)

← **2** *Backlighting can be used to emphasize texture. In this picture of a fisherman at Lake Nemi, Italy, nylon nets blaze white hot in slanting sunlight, the man's figure is sharply silhouetted. Exposure: 1/100, f/16.*

→ **3** *By shooting into the light and letting the highlights go overexposed you can produce a blank, white background. Daniell used this technique to record two Roman brothers. Exposure: 1/100 second at f/16.*

4 *The sun itself can be included for dramatic, high-contrast pictorial effects, as in this view of a Fire Island beach. Daniell used a medium-yellow filter to increase contrast. Rolleiflex, 1/200 second at f/22.*





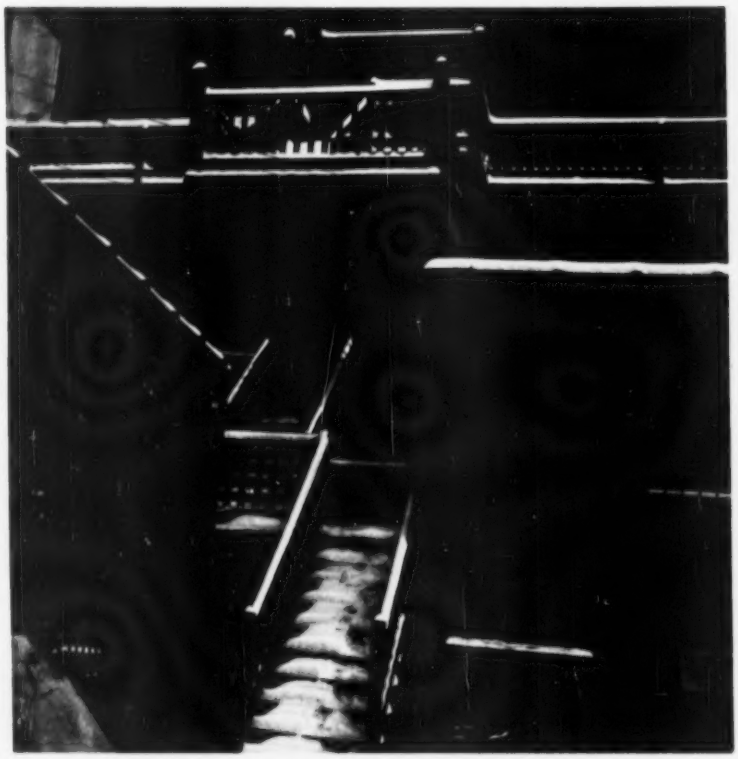
← **5** *Sunlight filtered through foliage highlights Audrey Hepburn's hair, leaves her face in soft shadow in this charming outdoor portrait. Exposure of 1/60 second at f/6.3 was based on facial shadows.*

→ **6** *One studio spot high and behind produced this powerful, theatrical effect. Exposure was 1/40 second at f/2, Plus-X, Leica. Print is a montage: Daniell added the crystal chandelier from another negative.*

HIGHLIGHTS CAN MAKE

Photographs by KAY HARRIS

Here's a method of controlled underexposure which transforms commonplace objects into stark, mysterious designs in black-and-white



1 Narrow bands of snow emerge in crisp pattern of white lines against dark masses.

ONE of the unique characteristics of photography is its ability to reduce the complex world of real objects to abstract black-and-white designs. An interesting example of this process is shown in the accompanying pictures by Kay Harris, who utilized only the highlights of her subject matter to create exciting visual patterns from such mundane scenes and objects as a backyard tree, rolls of paper, a stretch of wet sand, and a toy-store window. The delicate white tracery of highlights, sharply contrasted against a dark background, provided her with a fresh way of seeing which can be adopted with profit by any photographer in search of new, exciting pictures.

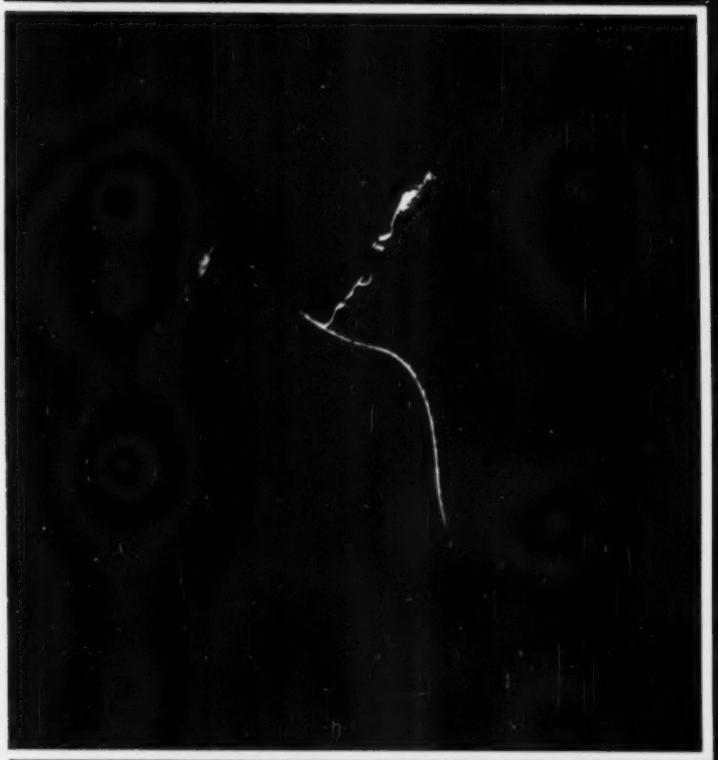
Of course, not every subject lends itself to this treatment. There must exist sufficient contrast between highlight areas and shadows, either the result of tonal differences (as in the case of snow against bare rocks or building) or of lighting (strong, contrasty sidelighting or backlighting usually produces the most effective highlights). Also to make a good picture there must be an interesting linear design outlined by the highlights or clearly defined differences in texture.

Once you've found a promising subject, determine the normal exposure, then underexpose. Miss Harris underexposed about two stops for the pictures reproduced here, and this is a good general rule. However, it is by no means ironclad. The degree of underexposure will vary with the situation and it is best to experiment with several exposures to insure best results. Contrast can be increased during printing by using a high-contrast grade of paper or a high-number Varigam filter.

A snow-covered staircase on an overcast day, **1**, made a good subject for Miss Harris' highlight treatment. Snow clinging to steps and railings traced a bright pattern against the dark background. The photog- (*Continued on page* 138)

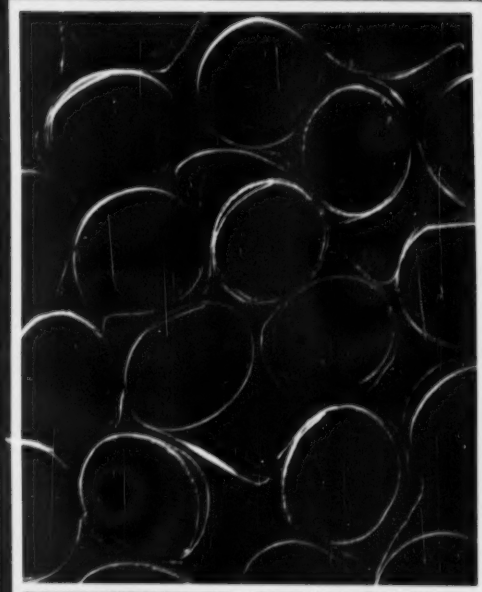
A PICTURE

4 Mexican toys are suspended mysteriously by strings of light.

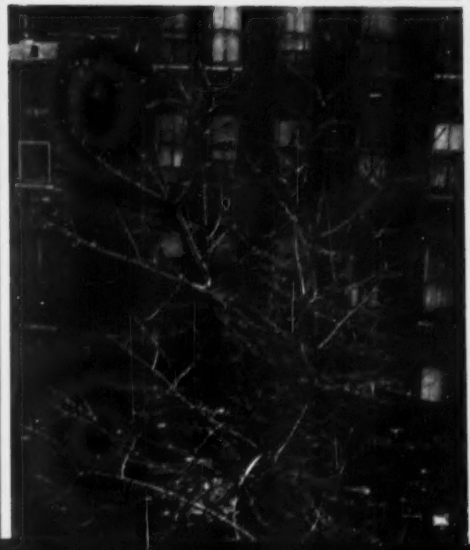


2 Head and shoulders of nude are sketched against black background by rimlighting.

5 Oblique lighting skims edges of stacked rolls of paper.



3 Beach pattern is traced by highlights on water.



6 Winter sun penetrates branches from directly overhead.

3 WAYS WITH CHILDREN

By SANDI NERO

All photographs by the author

Following Sandi Nero's description of the way he works with children is a personality sketch on this imaginative young photographer.—The Editors.

My technique for photographing children is simple. Here's what it boils down to: I use three types of lighting in the following order of preference: sunlight coming through windows or doors; available artificial light, and bounce flood. I try to shoot all my film at normal, manufacturer-recommended ASA ratings. When my exposure meter calls for a shutter speed slower than 1/30 second, I use a tripod. Otherwise I handhold my camera. (I use a Leica or a Rolleiflex.)

I think photographers fall into two categories. There are those who just *take* pictures, and there are others who *create* pictures. I try to create pictures. It isn't easy. It takes time to plan a shot, effort to talk yourself and your subject

1 BOUNCE FLOOD

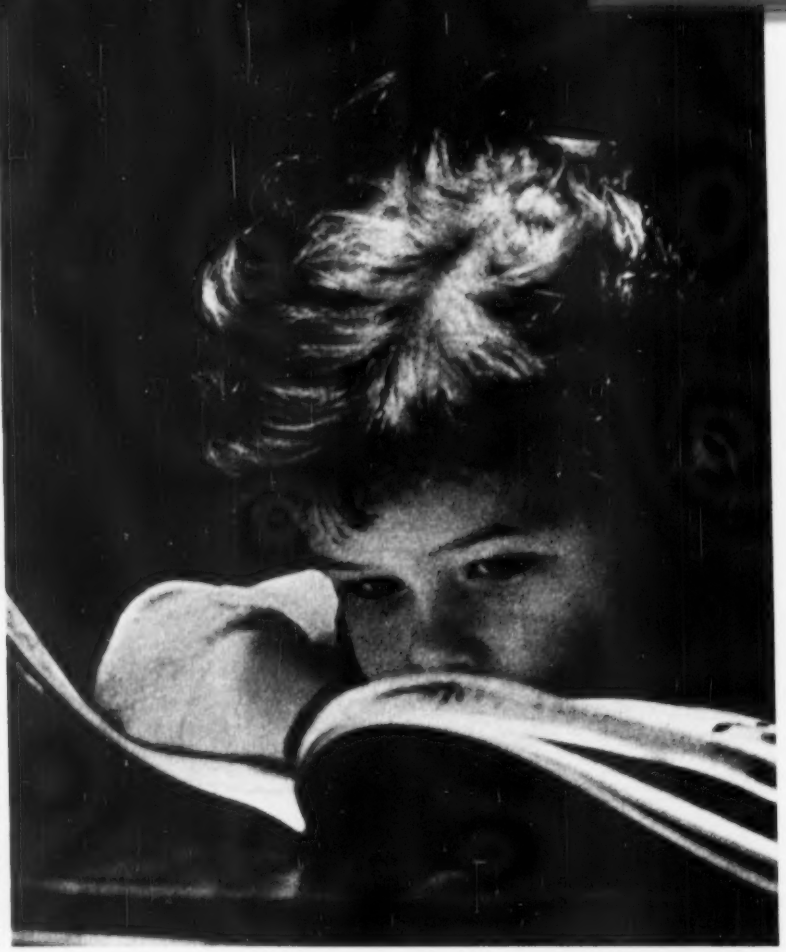
Sandi Nero used two No. 2 500-watt photoflood lamps aimed up at a 10-foot-high white ceiling in making this series. He used a Leica M-3 camera and Tri-X film rated at a normal ASA index. His Norwood meter called for an exposure of 1/5 second at f/2. Nero carefully staged the whole idea. He had the child's mother go down downstairs and make a phone call to the child. Disguising her voice, the mother said she would take the cat away. Nero quickly shot the vivid reaction that occurred.

into the picture you want, and last, but not least, it takes plain hard work in the darkroom.

Because I dislike many of the artificial pictures of children that come out of studios I don't use a studio. Instead, I go out to where children live and play.

Another thing I try to do consistently is get close to a child. When I say get close I don't mean put a telephoto lens on your camera and stand a couple of dozen feet away from the child but I mean really move yourself and the camera in close. Sometimes I get in so close that I need Proxar lenses (close-up attachments) on my Rolleiflex camera.

Working within a few feet of the child you can't help getting into his world. You can almost get to feel the way he feels. Psychologically, you can see a quiver in his lip and the sparkle in his eye; technically, you can tell whether or not the shadow under his nose is too dark. (*Continued on page* 48)



2 TUNGSTEN LIGHT

An ordinary 60-watt bulb supplied the illumination for this portrait. Nero used the white pages of the book as a reflector, throwing light into Donna Jean Sincoff's face. The picture was made as a test of Ilford HPS 35-mm film. Using a meter and normal ASA rating for the film, Nero made the picture with a Leica M-3.

3 WINDOW LIGHT

Striving to keep the dramatic quality (opposite page), Nero slightly underdeveloped his film for the portrait. This produced the heavy blacks in the shadows. The photographer used a Rolleiflex, Tri-X film, and developed in D-76. Portrait of the laughing baby (below, left) was also made with a Rolleiflex, but on Super-XX film. Nero snatched a toy away from the child to get the expression. The high-key-type portrait (below, right) was an unplanned picture. The 3-year-old picked up Nero's reflector and stood holding it. With his Rolleiflex, using Tri-X film, Nero guess-exposed at 1/10 second, f/8, and fired.

→

Photograph on the following spread was made with window light, a Rolleiflex, and Super-XX film.

2 KINDS OF

1 WHITE ON BLACK by Benn Mitchell

A PICTURE'S success often depends on how skillfully (or fortunately) its black-and-white parts are organized, how harmoniously they relate to each other. When our attention is strongly called to the dramatic difference between blacks and whites, we say the picture has contrast. When contrast is extreme, detail is lost in the middle tones, and this can be a fault when detail is desirable. But strong contrast can also be effective, as it is in these two unusual cat pictures. In one case, the bright flame of a candle and the cat's eyes stand out starkly on the blank black background. In the other, the dark-furred cat is almost silhouetted on a toneless field of snow. In both pictures there are areas of detail, of gray gradations: in the face of the candlelit cat, and in the footprints and shadow of the feline explorer. The (*Continued on page* 140)

CONTRAST

2 BLACK ON WHITE by Walter Chandoha

5 WAYS TO

1 **BLURRED ACTION in the feathered outlines of this sea gull's wings retained the feeling of rapid, graceful motion that Werner Kuhn saw. He used a Rolleiflex at 1/200 second and f/8.**

A STILL camera can't record true action, but it can capture the illusion and excitement of movement in a number of different ways. Pictures illustrating five types of action photography are shown above and on the next three pages. Each involves a different technique, and only one—that of the fast shutter—depends on a built-in capability

SHOOT ACTION

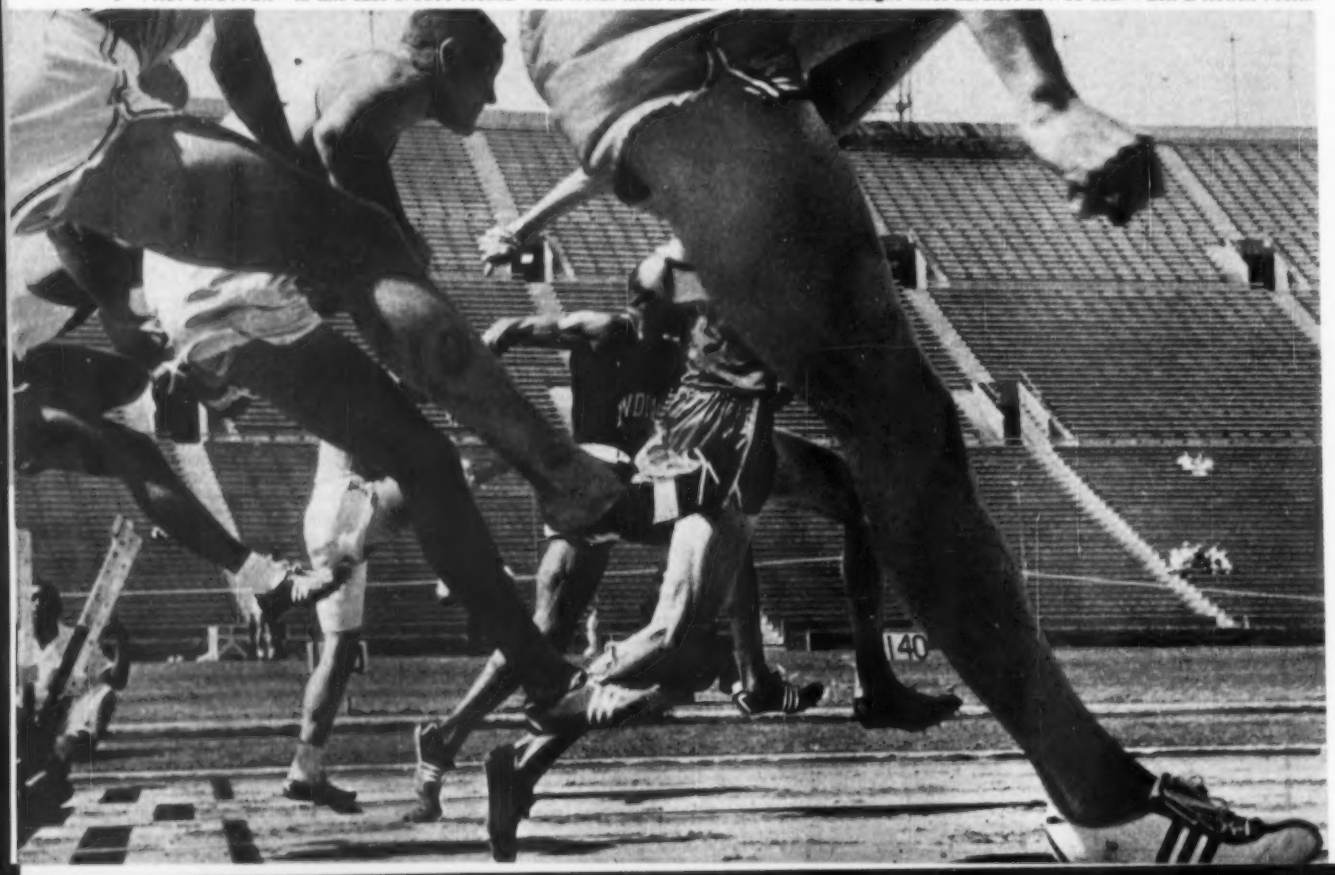
2 **PEAK ACTION—the exciting moment of stillness at the height of this daredevil rooftop leap—was caught by Martin Iger at 1/400 second with a 4x5 Linhof and a 90-mm lens.**

of the camera. All other types of action pictures can be taken with the simplest kind of photographic equipment.

Werner Kuhn's soaring sea gull, a picture that he calls *Ballerina,* is essentially a slow-shutter photograph. Though it was shot at a moderately fast 1/200 second, the shutter speed was slow in relation to the very rapid beating of the bird's wings. This type of blur, conveying a feeling of motion, can often be shot with a slower shutter. The best speed depends on a variety of factors—including the effect you want to achieve—and must usually be determined by experiment. One rule worth keeping in mind is that, at any speed, a shutter can stop more action at a distance than it

3 PANNING camera to follow subject lets slow shutter record movement. Yoichi Okamoto shot this at 1/10 second with a Rollei stopped to f/16.

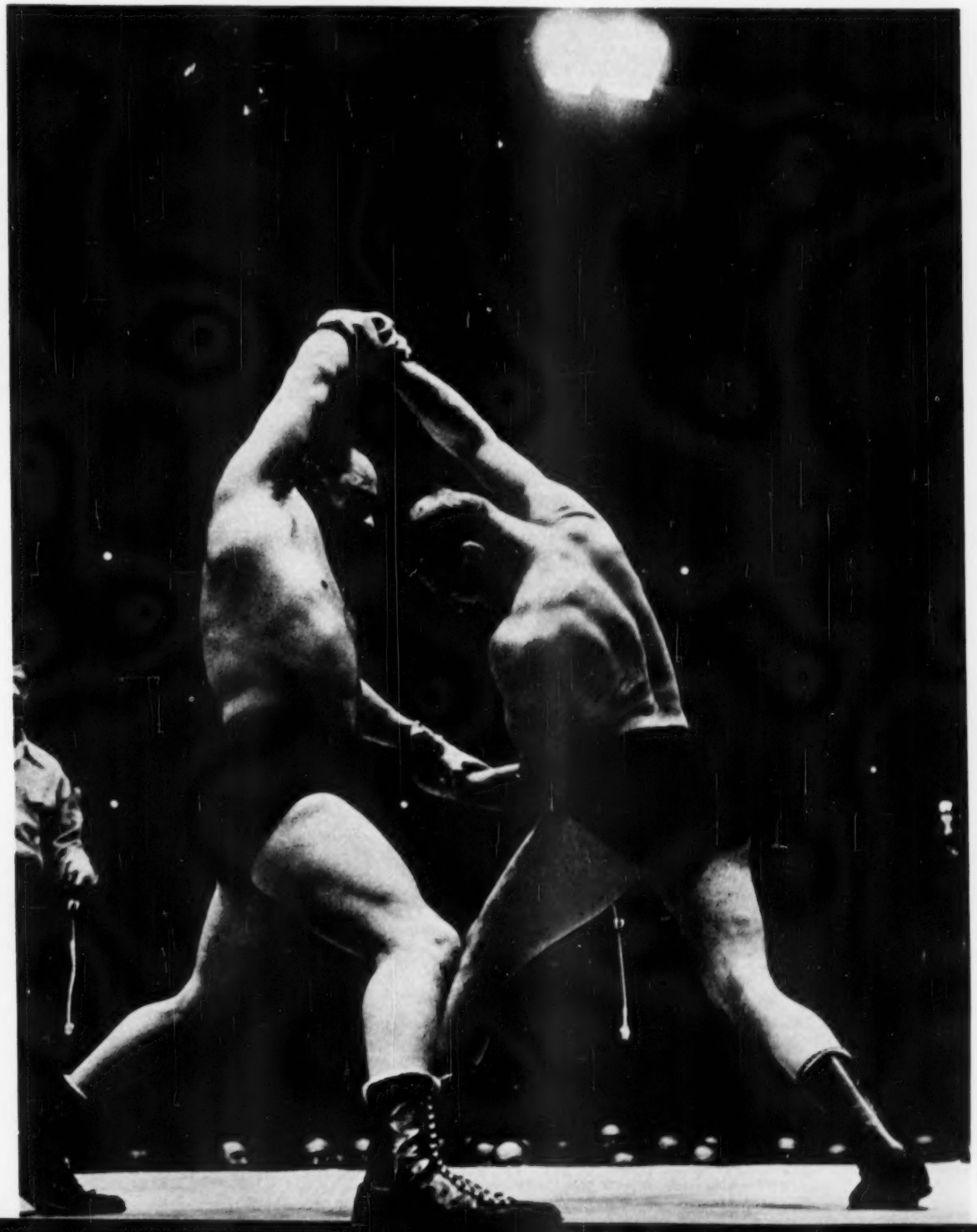
4 FAST SHUTTER—in this case 1/1000 second—can freeze most action. Neil Clemens caught these hurdlers at f/16 with a Bell & Howell Foton.



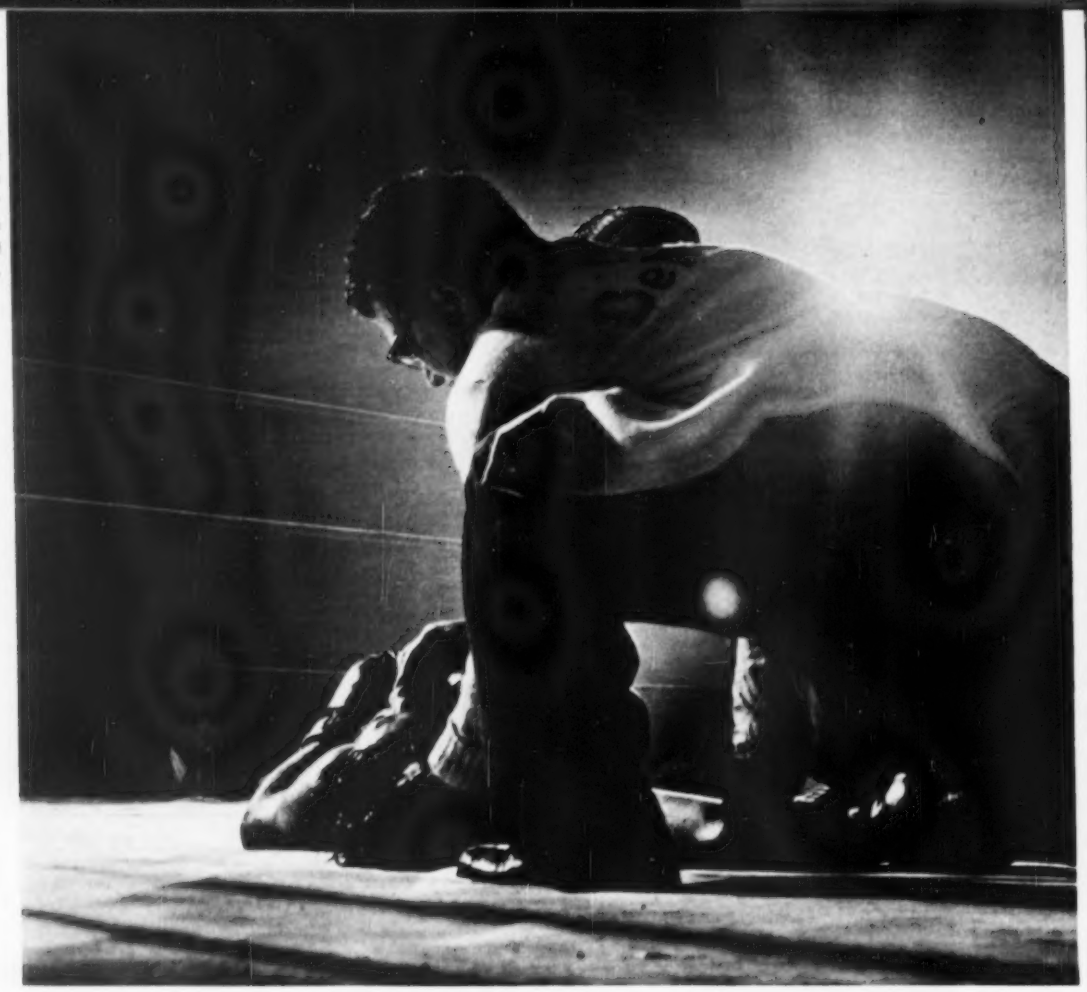
can close up. Similarly, it takes a faster shutter to stop a subject that is moving across the field of a camera than one that is moving toward the lens or away from it.

Martin Iger's spectacular shot of dancer Eileen O'Dare's acrobatic leap above a rooftop parapet might also have been caught with a slower speed than the 1/400 second used. For just as a bouncing ball pauses momentarily between the top of its rise and the beginning of its descent, so do people hover in mid-air during instants of peak action. The trick of taking such pictures—and it is a trick—con- (*Continued on page* 126)

5 **AVAILABLE-LIGHT photo can suggest action by capturing a dramatic pose. Larry Fried exposed for 1/100 second at f/2.8 with a Nikon.**



First prize in the Sports division was taken by Hy Peskin for "Down in Defeat; Up in Victory." Peskin used strobe lights and a 4x5 Speed Graphic, and exposed at f/16 on Tri-X.



3 PRIZE PRESS PHOTOS

"Cheating Death" won top honors in the Spot News category for Lt. Robert J. Kennedy of the Philadelphia Fire Department. Kennedy used a 127-mm lens on his 4x5 Speed Graphic and shot at f/16 for 1/125 second.

The judges rated "Grief," a sequence by Carl D. Nowicki, the best Newspaper Picture Story of the year. The series was made with a Rolleiflex; exposure was 1/50 second at f/8.

EXCITEMENT, action and heartbreak won top laurels for these photos in three categories of the 13th annual News Pictures of the Year Competition. Sponsored jointly by the National Press Photographers Association and the Encyclopaedia Britannica, the contest drew nearly 4,000 entries from more than 650 still photographers and newsreel cameramen.

Prizes and awards were given for individual pictures in nearly 20 categories. Ordinarily, three "Photographers of the Year" are honored for complete portfolios of newspaper, magazine, and newsreel pictures. Grey Villet, a young *Life* staffer, was named Magazine Photographer of the Year, but for the first time the title Newspaper Photographer of the Year was withheld because the judges failed to find an entrant worthy of the distinction. By coincidence, a separate panel of judges omitted the Newsreel Cameraman of the Year award for the same reason.

The quality of individual award pictures, however, *(Continued on page 136)*

High-key effect, as in this portrait by Henry Fagliano, is achieved by a combination of even lighting, generous exposure, light printing. "Chalk drawing" effect like that of Robert A. Robinson (opposite page) is result of copying a negative repeatedly on high-contrast film.

4 SPECIAL EFFECTS

ONE of photography's greatest advantages is that the image can be modified in so many ways, still keeping its photographic quality. Some of these modifications are described as "tricks" because they fool the eye and confront the senses with the unexpected. Others are more properly "effects" because they heighten the picture's interest and value. On these four pages are examples of the ways specialized craftsmanship can lend excitement and distinction to pictures. In each case the result remains purely photographic, but is far from a literal version of the subject.

High key is a term frequently misunderstood. It does *not* mean simply any picture that consists mostly of white and light-gray areas. It does

Deliberate distortion is effective in Ralph Mills, Jr.'s basketball shot, made through anamorphic movie lens.

mean a combination of lighting, exposure, and processing that results in a print with predominance of light tones, one which may have very dark portions for emphasis, but one

Texture screen over printing paper, plus extreme enlargement, got this unusual effect for Naomi Savage.

which is not washed-out or muddy. Henry Fagliano of San Francisco offers an admirable example of high key in his portrait of a blond model. He used four 500-watt floodlamps, bouncing the light against white walls and ceiling, for even over-all illumination. His exposure was somewhat greater than a meter would have indicated: 1/10 second at f/11, on Tri-X film. This gave him a dense, rather flat negative. In the enlarger he used minimum exposure, just enough to register deep blacks in the mouth and the pupils

(*Continued on page* 128)

4 VERSIONS OF 1 NEGATIVE

1

By cropping faulty negatives in the enlarger, photographers enjoy the luxury of a second chance. Sandi Nero, for instance, photographed Zahra Narbo, the 1955 Miss Sweden, under something less than ideal conditions. Almost everything seems wrong with the contact print of the full negative, **1**. The background is distracting, the pose awkward, the tones unbalanced. It would have been easy for Nero to have discarded the negative. But expert that he is, he saw possibilities which the enlarger confirmed. It was, of course, a process of exploration, of trial and error. First he cropped into the shoulder and up to the hand, **2**, but was bothered by the poor arm position. Then he cropped away the shoulder and the arm, leaving the blurred background highlights, **3**. But still he wasn't satisfied, and moved in to produce the extreme close-up on the facing page, an altogether provocative portrait. He used Tri-X in his Rolleiflex, rated it at ASA 400, then underdeveloped (8 minutes instead of 11) in D-76 to keep the grain structure as fine as possible. The magnification was so great that he had to place the enlarging easel on the floor. The result shows remarkably little grain for such a big blow-up.—

2

3 & 4→

1

Strong sun is harsh, gentle shade inspires day-dreaming repose in this romantic portrait.

WHEN properly used there is no more flattering light for portraiture than open shade. Almost always available, it gives *delicate modeling* and deals gently with women's complexions. It may be found wherever sunlight is obstructed by trees, dense foliage, walls, canopies, buildings, or other objects that cast soft shadows over the face to be photographed. Open shade is also comfortable and provokes no telltale squint. It is relaxing for the subject as well as

2 PORTRAITS IN

2

Open shade is ideal for portraits of women. Note soft skin tones and delicate modeling.

for everyone who looks at the resulting picture, as is so well exemplified in these open-shade portraits by Richard Knapp. The one at left is of model Jennifer Crimmins, and it was made in the back yard of model-agency owner Jerry Ford. Knapp used Super-XX in his Rolleiflex, exposed at *f*/5.6 and 1/125 and underdeveloped his negative slightly in order, he says, to achieve heavy blacks. He took his Weston meter reading off Jennifer's face. The other lovely portrait was made in New York's Central Park, where Knapp placed his model Margery Owen in the shadow of foliage, skillfully using the strongly lighted out-of-focus background by opening his lens to *f*/4 and exposing, hand-held, at 1/125.

OPEN SHADE

HIGH SCHOOL CONTEST WINNERS

POPULAR PHOTOGRAPHY'S first teen-age competition turns up exciting young photographers

FIRST PRIZE, $1000 "Indian Mother," by Marvin Silver, 18, Los Angeles, was made with a Nikon S-2, 85-mm Nikkor lens, 1/200 sec at f/5.6.

OUR congratulations to the talented teen-agers who were the winners in the first POPULAR PHOTOGRAPHY High School Photo Contest. Throughout the screening of entries the judges were impressed by the high quality displayed in the work of these young photographers. Reproduced in this issue are eight pictures that took top awards and some of the other 100 prize-winners.

We were very pleased and encouraged by the outcome of the contest. Young photographers from all over the country submitted thousands of fine photographs and the distribution of 108 prizes proved to be a difficult problem of selection for the editors of POPULAR PHOTOGRAPHY who judged the contest. Because the response was so enthusiastic and the pictures themselves showed such imagination and tech- (*Continued on page 110*)

See page 110 for list of winners and data on pictures and photographers.

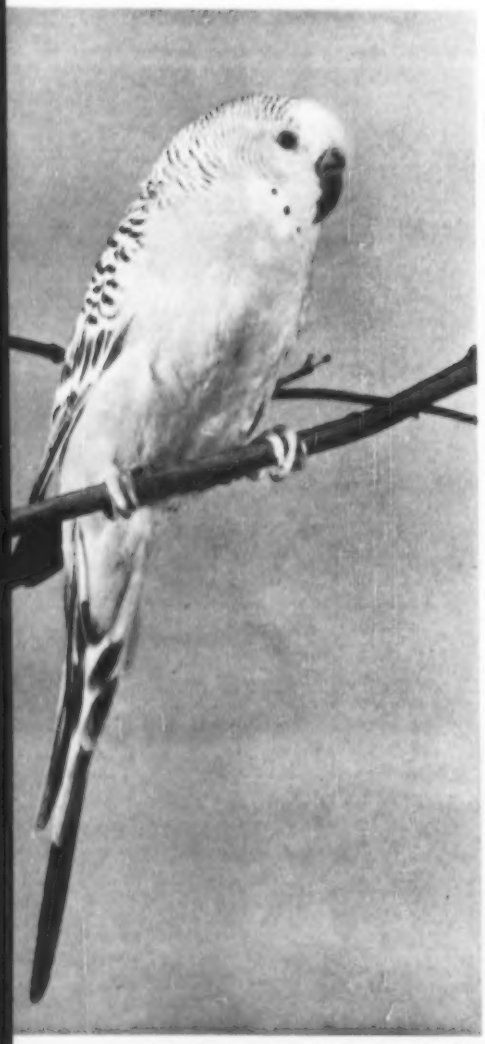
THIRD PRIZE, $250 "Exploring," Joseph De Capua, East Orange, N.J.

SECOND PRIZE, $500 "Brothers," by Ronnie James, 17, Central Lake, Mich. It was made with Rolleicord and Xenar f/3.5 lens; 1/50 sec., f/22.

5 top winners

$100 U. S. Savings Bond

"War," by Sid Kaplan, 17, of New York City's School of Industrial Art, was made with Rolleicord; 1/50 sec. f/5.6.



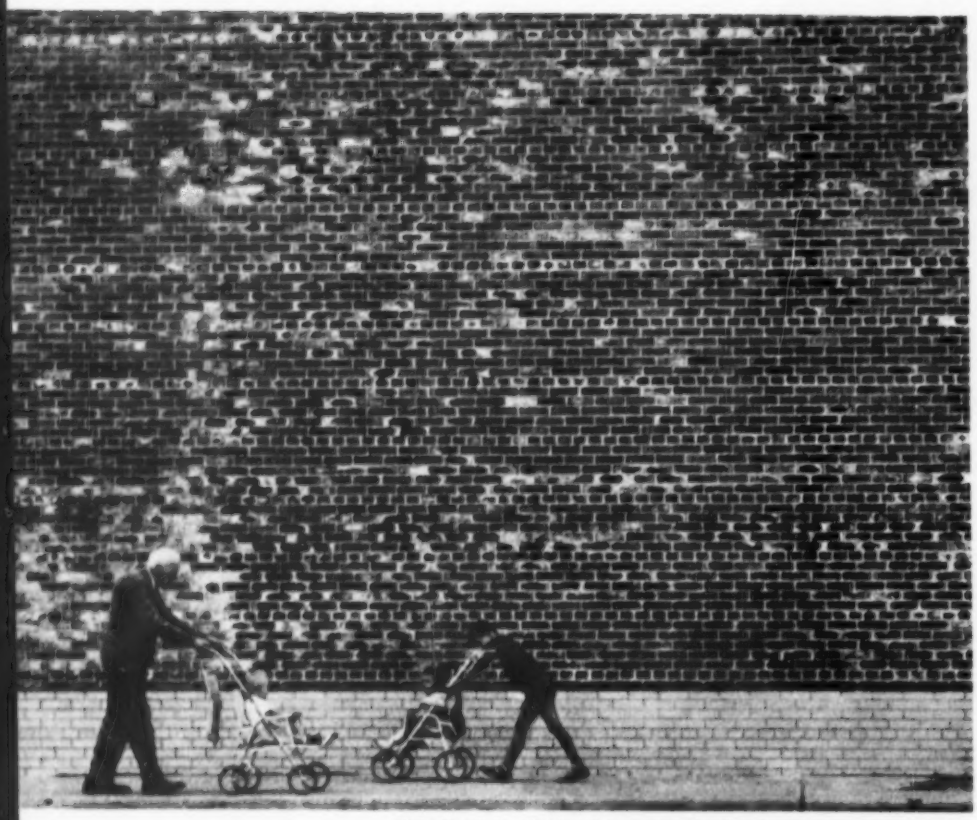
"My Pierre" won $100 for Sandra Fuller, 15, Chicago. This picture was made with a Graphic; 1/50 sec. f/16.

Donald McClure, 17, Redmond, Ore., won with portrait "Diane," taken with Rolleicord V, f/3.5 Xenar lens; 1/30 at f/5.6.

Extreme cropping adds to "Behind the Wheel," by Joe Cesare, 17, Tucson, Ariz. He used Speed Graphic; 1/100, f/32.

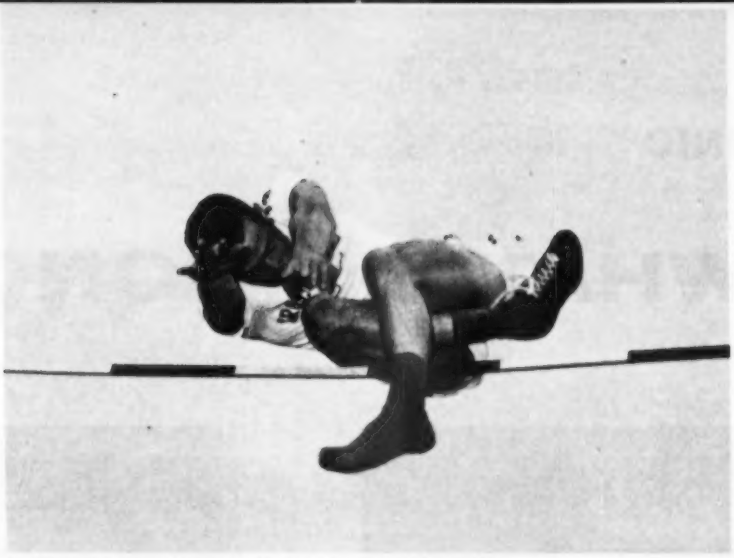
Portrait of "Teddy II" won a top prize for Robert Brown, 17, Los Angeles. It was made with Leica; 1/100 sec at f/4.

And these are some of the other prize-winners . . .



"Strollers" is a horizontal composition by Perry Sucenick, 18, Valley Stream, N. Y., made on overcast day with Rolleicord; 1/250, f/8.

"Spray" is ordinary subject dramatized by back-lighting. Ronnie James, who also won 2nd prize, used Rolleicord, f/3.5 Xenar lens; 1/25, f/22.



In "Up and Over" Sigmar Regius, 16, Grosse Pointe, Mich., steps pole-vaulter in mid-air with Rolleicord, 1/100, f/8.

In "Junior Dorsey" Mike Moore, 16, Kansas City, Mo., made good use of perspective. Mike used bounce flash and 4x5 Busch. His exposure was 1/100 second at f/5.6.

"First Year Latin," left, by Lee Purcell, 17, Long Beach, Ind., was made with Rolleicord, 1/30 sec, f/3.5.

"Curves," right, by Richard Volken, 14, Detroit, Mich., was made with a Rolfix II at 1/25 sec, f/8.

PRINT ■ CLINIC

WHAT'S WRONG WITH

A department of print criticism for amateurs by the editors of

←
R. J. Eberhart, Tucson, Ariz. A strong shaft of sunlight falling through a window makes a good light source for portraits, if it is skillfully employed. In this case, too much of the sun fell on unimportant areas, and the face is left in almost total shadow—except for the unfortunate spot on the nose. Suggestions: diffuse the light and turn face toward it, or use reflector or flash to fill shadows. This contrasty print, adding to the inherent contrast of the light, also makes matters worse.

Rolleiflex, Tri-X, 1/250 sec., f/5.6

↑
James A. Trail, Storrs, Conn. This picture was titled "Late Letter," so our attention is called to the mail box in right foreground. It is so lost in shadow that it might otherwise pass unnoticed. This is a self-portrait; Trail put the camera on a tripod, and used a delayed-action device on the shutter for the time exposure. Camera position was chosen to hide the light behind the tree. A little printing-in of foreground might have preserved some of the detail without destroying mood.

Bantam, Super-XX, 2 min., f/5.6

←
Edward F. Pecjak, Cleveland, Ohio. This is quite a successful shot of a circus performer in action, with good composition and absence of distracting elements. It is not as sharp as it might have been; with today's high-energy developers, fast shutter might have been used without quality loss.

Praktica, Tri-X, 1/25 second, f/4, circus spotlights

MY PICTURE?

POPULAR PHOTOGRAPHY

José Angel Garcia, San Antonio, Texas. Here is an interesting parallel to the night picture directly opposite. Garcia made the shot at Catalina Island, aiming his box camera toward the setting sun, and trying to hide the worst of the glare behind a boat's mast. He was not as successful as James Trail was in the other picture, because the light was much more powerful and the mast was too thin to conceal much of the sun. Garcia might have taken a lower camera position, or waited until the sun was hidden behind the boat's hull, thus avoiding the burned-out center area. Dodging during printing might have helped to correct the fault.

Brownie Hawkeye, Verichrome Pan, about 1/40 second, f/15

G. Knoblock, Chicago, Ill. This is a very pleasant outdoor portrait, made in bright sunlight with a lot of fill-in assistance from snow on the ground. The lighting effect is good, except that the side of the face has received too much exposure to register detail or modeling. The photographer used a square-format camera, then cropped arbitrarily to fit 5x7 enlarging paper. It would be better with lower third cropped off.

Rolleicord IV, Tri-X, 1/500 second, f/11

←

Jack Goldstein, Baltimore, Md. Glamor portraiture is an inviting specialty, but not an easy one. This is an interesting and fairly successful example, which might have been much improved with a few minor changes. The hand, being actually closer to the camera than the face, is a bit distorted and assumes too much importance. The light comes apparently from only one direction, leaving a large area in deep shadow. And the upward glance of the eyes is rather extreme; camera should have been farther to left.

Graphic, Tri-X, 1/50, f/5.6, floods.

→

Karl T. Webster, Wantagh, N. Y. This shot, made in a moving subway train, is an example of the most difficult kind of available-light situation. Not only is the light level low, but there is the inevitable factor of movement. Here the photographer did not take full advantage of his camera's possibilities. He might have used an aperture four times as wide, and a shutter four times as fast (1/100 at f/2) to avoid motion blur. Also, it might have been an improvement to crop the picture vertically, eliminating distractions.

Canon, Ilford HPS, 1/25 sec. f/4

PICTURES SUBMITTED FOR PRINT CLINIC WILL NOT BE RETURNED

The Kodak BULLETIN

Summer Aids &

or, how to make a photo mural in hot weather . . . how to make a slide projector put out more light with less noise (less heat, too) . . . how to achieve peace of mind with one perfect lens . . . how to avoid wading parties in the darkroom . . . exceptional fine-grain developer . . . and why some enlargements aren't sharp.

Summer check

"Gadgets," says one man. "Vital equipment," says another. We say any piece of photographic equipment is a good investment if it helps you make better pictures, or makes picture taking more convenient.

Here are a few photo-aids you might want to consider. Look them over. Then see your Kodak dealer.

▶ A little camera movement, even at fairly fast shutter speeds, can cause a blur that shows up when you make enlargements. A Kodak Flexiclamp is the cure. Holds your camera steady just about anywhere—on fence post, car fender, chair or railing. The jaws are padded to prevent scratching. The top swivels in just about any direction. Costs $5.95. (Another steady-up aid is a Kodak Metal Cable Release. From $1.25.)

▶ The new Kodak Filter Kits are the handiest thing we've seen yet for holding filters. You can buy a complete kit of filters in a clear plastic case with each

filter individually housed—or buy Kodak Wratten or Pictorial Filters individually in plastic housings that can be locked together to make a kit of any size. Ask your Kodak dealer to show you.

▶ When you're taking pictures on the move, carry a pocket photographic library with you . . . the Kodak Master Photoguide. Has information on exposure, light conditions, filter factors and filter effects, depth-of-field scales, effective apertures, and lots more. Price $1.75. For movie-makers, the Kodak Cine Photoguide, $1.75.

▶ How's your camera carrying case? If it's getting old, take a look at the new line of Kodak Carrying Cases. Made of the finest top-grain leather, they look smart, will last for years and years. At your Kodak dealer's.

▶ For $2.95 you can cut your film-processing time in half. Just buy a spare Kodacraft Roll-Film Tank, so you can process two rolls of film at once. You'll appreciate it when you wind up a weekend with six or eight rolls of film to develop.

▶ For flashpower without bulk . . . and notably for flash fill-in on summertime outdoor shots . . . you can't beat the new Kodak Super-M Flasholder. Tiny but potent. Leave it on the camera all the time. Flash-exposure computer right on the handle. It's B-C, for dependability—and only $9.95.

Serene content

We hold no brief against interchangeable camera lenses. Our Retina IIIc Camera, a bright new star in the miniature-camera firmament, has 'em—and so do our best 8mm and 16mm movie cameras.

Still, we like to watch the owner of a Kodak Signet 35 Camera at work. He goes about his business in a manner that reflects inner serenity and calm command. He has only one lens, *but he knows from experience that it's good.* His 44mm *f*/3.5 Kodak Ektar focuses on ball bearings, he range-finds down to 2 feet, his color shots are sharp beyond

the power of words to describe, and he wears a happy smile.

If the complexities of modern life weigh upon you—go see your Kodak dealer and examine a Kodak Signet 35. Complete with as fine a lens as modern optical skill can achieve, it still costs only $75. *Including* Federal tax.

Cool work

The man with a basement darkroom gets a break in the summer . . . it gives him a cool place to work on hot, muggy evenings. If you're one of the lucky ones, here's a suggestion: why not try your hand at mural-making this summer. We bring this up for two reasons: summer is a wonderful time for taking the kind of pictures that make beautiful murals, and this summer you can shoot with the new Kodak Panatomic-X Film to get the sharpest, finest-grained negatives you ever saw—the kind you can blow up and up into a crisp, finely detailed mural.

If you've tried Panatomic-X Film, you know what we're talking about. If you haven't, try a roll and see what its ultra-thin, micro-grain emulsion can do.

A good paper to use for your murals is Kodabromide. It has plenty of speed and comes in big-sheet sizes, also in rolls up to 40 inches wide and just about any length. Processing is little trouble with two people see-sawing a long piece

in a trough of processing solution. If your basement's *really* cool, you'll find it's no problem getting somebody to give you a hand. And, if you want more information, you'll find it in the folder, "Making and Mounting Giant Prints and Photomurals." For a free copy, write to our Sales Service Division.

Story

A man goes out and takes a wonderful picture. He has a fine camera with a fine lens, perhaps even a Kodak Ektar Lens, *f*/3.5, on a Kodak Signet 35 or Kodak Chevron Camera. He uses a fine-grain

Cooler Work

film, and develops it carefully in a fine-grain developer like Kodak Microdol Developer. Turns out a potential prize winner, so he decides to make a print.

But the enlargement is a letdown. Looks tired. No crisp, clean, over-all clarity. It's discouraging, that's what.

You've probably figured out the answer. His enlarging lens. It should be every bit as good, for its job, as the camera lens. Ample covering power for the negative, with a nice flat, sharp-to-the-corners field. It doesn't make sense, but a lot of people do try to get by with inferior enlarging lenses. False economy, too, because a good lens represents a small part of your investment in photographic equipment. You can get Kodak Enlarging Ektanon Lenses from $17.50 for a 50mm *f*/4.5 to $59.50 for a 161mm

f/4.5. Or, if you want a lens that is ideal for color separation work as well as black-and-white enlarging, you can get Kodak Enlarging Ektar Lenses in 2-, 3-, and 4-inch focal lengths (*f*/4.5) for $52.50, $57.50, and $62.50. See your Kodak dealer.

Smile

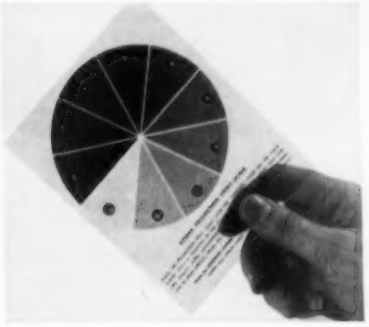
The little buzz of a Kodak Auto-Release shifts into high pitch just before it trips the shutter. This is when you stop adjusting your necktie and put on your best smile. No getting caught with your eyelids down squinting to see when the release will trip. The Kodak Auto-Release fits any standard cable release. Delays up to 10 seconds. Has a booster spring to make sure it goes off every time. $3.86, buzz and all!

Exceptional Microdol

In our April Bulletin about all the new Kodak films—Kodak Tri-X, Plus-X, Panatomic-X, Verichrome Pan—we remarked that the grain structure is so good you don't need special fine-grain developers. We also pointed out that some of the special f.g. soups cause scumming. Happens that Kodak Microdol Developer is a semi-exception—doesn't cause scumming unless you work it nearly to exhaustion, which you shouldn't anyway. Gives somewhat finer grain, too, at a modest loss of film speed. Kodak D-76 gives maximum effective film speed but a trifle more grain. Works fast, costs less, doesn't scum. Your Kodak dealer will be happy to supply you with whichever one best fits your needs. Or both.

Briefs

▶ You get a test strip showing 10 different exposure times with one exposure when you use the Kodak Projection Print Scale. It's a negative with ten wedges of increasing density calibrated



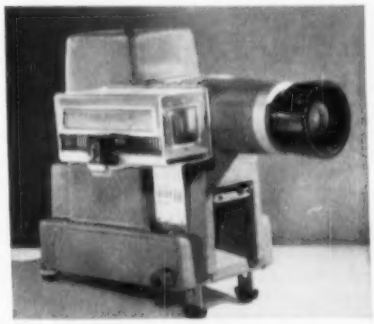
for exposure time. Saves you time and paper. Also patience. The Kodak Projection Print Scale costs $1.15.

▶ Wading parties aren't much fun. Not in the darkroom, when the stuff you're trying to pour winds up on the floor instead of in a bottle. You can end this puddle muddle with a Kodak Combination Funnel. Made in two plastic sections that can be used separately or together to provide three sizes of funnels. You pour into a 5" intake diameter and fill anything down to a bottle with a ½" neck. All for only $.85.

Paradox

Designing a 2x2" slide projector is something like trying to fix a short leg on a chair. Shorten the other three and the first one turns out to be too long. Same with a projector. Increase its light-throwing capacity and you find the slides are heating up. Increase the cooling capacity of the projector and it becomes noisy. And so on.

We wouldn't bring this up, of course, unless we had the problem licked. We have. The solution is the Kodaslide Signet 500 Projector. We get a tremendous amount of light on the screen by using a "close-coupled" condenser system. Tightly grouped are two *Lumenized* condensers and a front-surfaced hemispherical mirror, with the 500-watt bulb



between. This system, combined with the Signet's 5-inch *f*/3.5 Projection Ektanon Lens, just pours out the light.

But, all this light carries a lot of heat. So we get rid of it. We use a special impeller-type blower because it moves more air than equivalent propeller fans, and makes less noise doing it. The air blows up around the lamp inside the condenser basket, all over the outside of the condenser basket, and all over both sides of the slide. In addition, we use a special extra-thick, heat-absorbing glass. Your slides never had it so good . . . and never looked so good on the screen.

Ask your Kodak dealer to show you the Kodaslide Signet 500 Projector, show you what kind of screen brilliance and image quality it delivers, how cool and quiet it runs. It's something to see.

The Kodaslide Signet 500 Projector, with automatic changer and *f*/3.5 lens, $82.50; with *f*/2.8 lens, $89.50; without changer, $10 less. The Kodaslide Signet 300 Projector, with 300-watt bulb, *f*/3.5 lens, and automatic changer, $69.50.

Prices include Federal Tax where applicable and are subject to change without notice.

Kodak
TRADE MARK

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

MOVIE CAMERA WITH AN ELECTRONIC EYE

New Bell & Howell 200 EE gives you correct exposure automatically

Once you have set the desired frames-per-second dial against the right exposure-index scale (both are on the "eye" below the lens) the Bell & Howell 200 EE 16-mm camera is ready for use. The "eye" will read the light and then, with the help of a motor, set the aperture of the camera for you.

A REVOLUTIONARY automatic 16-mm camera, the 200 EE, is being manufactured by Bell & Howell, of Chicago. The camera automatically adjusts its diaphragm aperture to existing light conditions by means of an "electric eye." All that is required from the photographer using the camera is that he focus and press the shutter release.

The manufacturer compares the automatic exposure control to that of the human eye. As lighting conditions change, the diaphragm of the eye opens or closes. The same thing happens to the shutter blades of the 200 EE camera.

The magazine-loading camera has a capacity of 50 feet, and will sell for $289.95, including Federal tax.

How does the automatic aperture control work? Here's the manufacturer's explanation:

"The photocell relays the light energy to a needle mounted on a shaft, just as occurs inside an exposure meter. As the needle is deflected to one side or the other by the impulse reaching it from the photocell, it closes an electrical circuit through a motor and the batteries which drive it. Finally, by means of gears, the motor rotates the iris of the camera lens, to open or close it as required by light conditions. Whether the lens iris is opened or closed depends upon which way the needle is deflected by the impulse from the photocell."

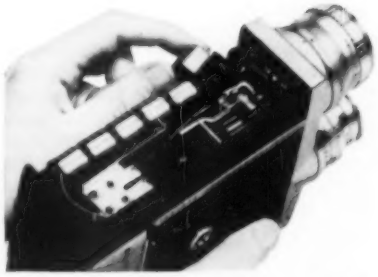
What does all this mean to the movie maker? The answer is obvious—pictures of the better than average quality obtainable only through expert judgment of exposure—now almost wholly automatic. It also means greater freedom than he has ever enjoyed. For most situations, his exposure meter is an obsolete tool.

The 200 EE takes most of the hard work out of photography.

Probably the most difficult situation in motion-picture photography for the amateur—panning from a sunlighted area to a shadow area—is no problem at all for this camera. As the photographer pans the camera it automatically adjusts to the changing light conditions. The aperture is changed at the rate of one lens stop per second. A photographer must pan slowly with this camera. (This, by the way, can be an advantage, for most amateurs pan fast enough to ruin their shots.)

In situations where there's not enough light for proper exposure, a flag appears in the camera viewfinder warning the photographer.

Although some motion-picture cameras have appeared on the market with built-in exposure meters, none of them are automatic. (The Eastman Kodak company developed the first major still camera



Six small batteries (Mallory RM-1R hearing-aid type) are used to power the motor which sets the aperture. A set of 6 batteries costs about $3 and will run motor for a year's time.

THE BEST NEGATIVE SIZE FOR EACH PURPOSE

Only Rollei gives you all 3 popular sizes!

For larger 2¼" x 2¼" negatives use 120 film. It's the ideal size for album prints, critical enlarging, and color negatives and prints.

For these new, big and exciting 2 x 2 color slides, simply insert the Super Slide masks. Picture area is over 85% greater than 35 mm — fills entire screen.

For the smaller 35 mm color slides, or black and white, just insert the Rolleikin adapter and use 35 mm film.

Negative size will determine whether your photographic activities will be severely limited . . . perhaps *disappointingly so* — or whether you'll be able to satisfy *all* your photographic desires. With a Rollei camera, as shown above, you're *set* for *all* popular sizes for best results in both black and white and color . . . *never limited to just one size, which too often is the wrong size for the pictures you want to shoot.* And with a Rollei camera you're *sure* of your picture results every time . . . for it's Rollei's ability to deliver unmatched picture quality that has kept it the leader among professionals and amateurs the world over. When *you* buy, buy the camera that will satisfy all your needs for years ahead . . . *Rolleiflex* or *Rolleicord.* See them at dealers now, or write for literature.

Burleigh Brooks, Inc. 10 West 46th Street, New York 36, N. Y.

West, Alaska & Hawaii: **PONDER & BEST, INC.** 814 North Cole Ave., Hollywood 38, California

FREESTYLE SHOOTS THE WORKS!

WITH BANG-UP BARGAINS ON FILM AND PAPER!!!

35mm X 100' FILM
GUARANTEED TO 1957
- Safety
- Plus X
- Super XX
- Infra-Red
- Ansco Supreme
- Background X

1.98 ea. 3 rolls 4.50
(Shp. wgt.—1 lb. per 100' roll)

E. K. FINE GRAIN POSITIVE
'57 Date. Make your own B-W transparencies!
100' Roll ..... 1.49 3 rolls 4.00

FRESH E. K. TRI-X FILM 3.25
Dated 1957, ASA 200 35mm X 100'. 3 rolls 9.00

35mm BULK FILM LOADER
Plus 12 Empty E.K. Cartridges

5.50
With 100' Roll DuPont No. 2 (ASA 50) or Kodak Super XX (ASA 100).
6.50
(Shp. wgt.—2 lbs.)

ANSCO DAYLIGHT COLOR
Perfect Results Guaranteed
35mm x 27½' 4.95 | 35mm x 50' 8.95 | 35mm x 100' 16.95
(27½' 6 oz.; 50' & 100' 1 lb.)

K-20 AERIAL CAMERA

SPECIAL BUY! 99.50
With 82/6" f4.5 lens.
Perfect for rapid sequence action. Makes 4 x 5 negative. Hand held. Lightweight. Shutter speeds to 1/500 sec. Reconditioned like new. Fully Guaranteed.

ENLARGING PAPER

Haloid 10"x10"
D. W. No. 2, 100 sheet package. Ea. 3.95 2 for 7.50
SemiMatte 100 sheet pkg. 3.95
EE Contrast 1 100 sheet pkg. 2.95 2 packages ... 5.50
(Shpg. wt.—5 lbs. ea.)

8 x 10 E. K.
Kodabromide Single Wgt., Glossy F4—
100 sheets. 1.98
300 sheets .. 4.95
(4 lbs. and 10 lbs.)

10 x 10 ANSCO CYKORA
S. W. Glossy, CONTRAST 2—Excellent Quality (5 lbs.)
100 sheet box. 3.25

11 x 14 Ansco Brovira
Glossy D. W. No. 1, Nov. 1956 Dating.
50 sheets. 2.95
100 sheets ... 5.50
(Shp. wgt.—5 lbs. 50 sheets)

16mm X 50' ROLLS KODAK SUPER X
12 rolls 3.95 | 28 roll can 8.50 | 2 cans 16.00
(12 rolls 2 lbs.—1 can 5 lbs.)

LOAD YOUR OWN EMPTY MAGAZINES. 59¢ ea. (1 lb. ea. 12—7 lbs.) 12 for 6.00

E. K. SUPER X 16mm x 50' MAGS. Free Processing. 2.39 Each (Wgt. 1 lb. each) 2 for 4.50

Cut Film and Packs

4 x 5 Cut Film
Ansco Triple S Pan (ASA 200) Ansco Triple S Ortho, EK, Ortho X (ASA 125), and E.K. Infra-Red (for Unusual Effects).
NEW LOW PRICES!
3—25 sheet boxes 3.50
6 boxes 5.98
(3 boxes 2 lbs.; 6 boxes 4 lbs.)

2¼ x 3¼ Plus X and Super XX Film Packs.
5 ..... 3.99 89¢
10 ..... 7.50
(Shp. wgt. 6 oz. ea.)

4 x 5 Haloid Lithoid Perfect for Copy work. 1.95
50 Sheet Box 2 Boxes 3.75
(2 lbs. per box)

MOVIE FILM
16mm x 100' Kodak Super X and Ansco Hypan Movie Film—Free Processing Included. 2.98 Ea.
(Shp. wgt. 1 lb. ea.) 4 for 10.95
Above Film Without Processing. 1.19 ea.; 6 for 5.98

16mm x 400' E. K. Background X Negative. Perforated for Sound, or 16mm x 400' E. K. Super XX (Double Perf.) 5.50 Per Roll 3 Rolls 14.95
(Shp. wgt.—2 lbs. per roll)

CANS AND REELS
16mm x 400'—3 Sets ... 2.69
8mm x 200'—3 Sets ... 1.85
8mm x 400'—3 Sets ... 2.69
BRAND NEW AND PERFECT
(Shp. wgt.—3 sets 2 lbs.)

8 x 10 ANSCO COLOR
Daylight or Tungsten 20 sheets. 5.00
(Shp. wgt. 3 lbs.)

2 X 2 AND STEREO MOUNTS
100—2x2 (35mm) Mounts. 1.75
300 for 4.50
100—Stereo Mounts ... 1.75
300 for 10.00
(Shp. wgt.—100 mounts 1 lb.)

Kodachrome 828—Type A
ASA16. 8 exposures per roll.
3 rolls. 3.50 6 rolls. 6.00
Free Kodak Processing Included.

BLACK AND WHITE SUPER XX ROLL FILM
Sizes 120 and 620 ..... 2.29
10 Rolls 7.50
(Shp. wgt. 10 rolls 2 lbs.)

AERIAL FILM
5½" x 20' E. K. Super XX and Tri X 1.19
(2 lbs.)
5½" x 50' E. K. Tri X (Weston 200) ..... ea. 1.95
3 for 5.50
(Shp. wgt.—3 lbs. ea.; 3—8 lbs.)
9½" x 200' E. K. Tri X '54 date. (10 lbs.) 12.95
(Quantity Prices on Request)

4 x 5 Brown Kraft Negative Preservers
Box of 250. 1.29 4 Boxes of 1000. 4.50
(Shp. wgt.—3 lbs. and 9 lbs.)

8 x 10 FILM 25 Sheet Box 3.95 | 4 Boxes 14.95
Ansco Super Pan Press; Ansco Commercial Ortho; Ansco Super Pan Portrait. (2 lbs. & 8 lbs.)

8x10 DuPont Process Pan
25 Sheet Box 2.95 | 4 Boxes 9.95

CONTACT PAPER
Kodak 8" x 10" SW, AZO, E2 and E3 100 sheets per box 2.29
2 Boxes 3.95
Kodak 10" x 10" SW Semi-Matte, Contrast 3 144 sheets per box 1.29
2 Boxes 2.00
Haloid 20" x 24" SW, Semi-Matte E1 and E4 50 sheets per box 4.95
2 Boxes 8.95
35mm x 100' Kodak AZO S. W. F2 & F3 ..... Per Roll 59¢; 3 Rolls 1.49
(Shp. wgt.—1 lb. ea.)
Kodak 11 x 14" Ad-Type, Contrast 2 & 3 50 sheet pkg. ..... 1.29; 3 pkgs. 3.00
(Shp. wgt. 3 lbs. and 8 lbs.)

10 x 10 VARIGAM
DuPont's Most Popular Enlarging Paper. Single Weight.
100 sheets 2.98 | 250 sheets 7.00
(100 sheets—4 lbs.) (250 sheets—9 lbs.)

4 x 5 EKTACHROME
Type B, Indoor Film, Color Film Now At Black and White Prices!
20 sheets 4.95 | 40 sheets 9.50
(2 lbs. & 3 lbs.)

HI-SPEED 35mm EK
Day-Aero EKTACHROME
27½' Roll 3.95 | 37½' Roll 4.95 | 75' Roll 8.95
5½" x 40' Roll. 3.00
(Shp. wgt. 3 lbs.)

EKTACHROME KITS
for home processing
1½ Gal. 1.50 | 4½ Gal. 2.50
(1½ gal.—5 lbs.; 4½ gal.—12 lbs.)

4 x 5 E. K. Portrait Pan
25 Sheet Box. 1.49 3 Boxes. 4.00

Be sure to include postage. All C.O.D.'s 30% Deposit. Items not marked fresh are past date but fully guaranteed.

Export and wholesale inquiries invited. Minimum order $3.00. California residents include 3% sales tax.

FREESTYLE SALES CO.
1427 No. Western Ave., Hollywood 27, Calif.

with an automatic shutter control, the Super 620 camera, in 1938.)

Now, let's get down to the specific details of the 200 EE:

Lens: The camera is sold with one lens, the 20-mm Bell & Howell Super Comat *f*/1.9, which is provided in a focusing mount. Settings on it are from *f*/1.9 to *f*/16. The lens has a shorter-than-normal focal length so photographers can get maximum depth of field and coverage.

Although the lens is permanently secured to the camera body, telephoto and wide-angle attachments are available for the lens. When the attachments are on the lens, they do not hinder the performance of the automatic control.

Shutter speeds: It can be used at 16, 24, 32, and 64 frames per second. (There is also a single-frame-exposure device.) To use the automatic control, a photographer must align the desired frames-per-second speed with the film emulsion speed number. Once this is done he's ready to shoot.

The shutter itself is made of Mylar, a temperature-resistant material employed here for the first time in a photographic shutter. (Most shutters are made of metal.)

The automatic control system is so engineered that it also will not be affected by extreme temperatures.

Film Exposure Indexes: The camera can be set for films with ratings that vary from an ASA 10 to 100. If you should want to use your film at a high rating and have it force-developed, the automatic exposure control can be deactivated by just pulling out the shutter release button. Then, it can be used like any normally operated camera.

Film wind: One wind will run off 12½ feet of film. It has a ratchet-type winding key. A film indicator tells how much film has been run off.

Motor: The motor controlling the automatic exposure device is of a permanent-magnet type powered by 6 Mallory Mercury Cell batteries (Type RM-1R or RM-1). These hearing-aid-type batteries last for about a year. A set of six costs about $3.

Weight: 3½ pounds.

Dimensions: It stands 5 inches high, 7½ inches long, and 2¼ wide.

The camera is finished with a satin chrome-and-black morocco-grain Pyroxylin fabric. In general appearances it is like the Bell & Howell 200S camera.

Special situations: While the camera is automatic it is not completely automatic. There are some situations that require thinking on the part of the photographer.

This situation, for instance, would require a little thought: a man standing in shade against a background of bright blue sky.

Here's what the manufacturer recommends:

"To preserve detail in a *small dark area*, in an otherwise brightly-lit scene, set the control barrel as though the film has an ASA index only half its actual value."

The 200 EE "automatic camera" is one of the most exciting additions to come along in amateur motion-picture photography in a long time.—▶

GO AHEAD...GET IT!

Don't just stand there looking at it. Go on inside. You don't have to tell him you want to buy it. Just tell him you want to see it.

Examine the construction, carefully. Open it up. Notice how simple the lens-shutter arrangement is . . . how precise the focusing set-up is . . . how sturdy every movable part is. This camera is really built.

He'll take your picture. And sixty seconds later, he'll show you *that picture*. Then you take a couple of shots yourself. See how easy it is to work.

You'll be having so much fun snapping pictures one minute and seeing them the next that maybe you won't notice right away how terrific the *quality* of these pictures is. But take a good look. The new

POLAROID®
Land
CAMERA
with remarkable
new film

Polaroid Land Film is simply great. Details are razor sharp. Blacks are really rich. Whites are like snow. And these pictures *last*, like any fine prints. Copies? All you want. Enlargements? Big as you want.

How much for the camera? The one you were looking at in the window is $69.95. You can pay for it at $1.19 a week. $1.19 a week and it's yours..

Go ahead — get it! It'll double the fun of your hard-earned vacation.

WILLOUGHBYS *is* RELIABLE

Save as you enjoy the Service, Reputation and Guarantee of the World's Largest Camera Store. Willoughbys is Reliable . . . and the Price is Right!

SPECIAL WILLOUGHBY VALUE!

GRAMERCY 4-LITE FOLDING INDOOR LIGHT WITH CASE Regularly 17.95

SPECIAL $8.95 (Price Does Not Include Bulbs)

BRAND NEW! SAVE 50%

24-gauge steel construction, with two slide-type on-off switches. Folds away compactly in the handsome two-tone luggage-type case. Heavy duty UL-approved cord.

Set of 4 Reflector Flood 375 Watt Bulbs, 3400K, Regularly 5.40..... Special, **3.50**

ALL STEEL PAPER SAFE

List 10.95 **7.95**

No. 10. Has 3 shelves for 8 x 10 paper, and 4 over-sized shelves for 5x7. Self-closing door.

MANSFIELD 8mm and 16mm **JUNIOR SPLICER**

List 2.95 **1.98**

Heavy gauge metal. Complete with dry scraper blade and bottle of film cement.

2x2 METAL SLIDE FILE

List 2.95 **1.89**

Holds 1500 glass or 300 cardboard slides. With index. Attractive grey finish.

UNDERWATER CAMERA HOLDER 6.95

One-piece Vinyl plastic container for holding any 35mm or reflex camera for underwater photography. Controls can be operated in the normal manner.

MUSICAL WEDDING ALBUM

Regularly 11.00 **7.95**

Built-in music box plays "The Wedding March." Holds twelve 8 x 10 prints. Beautifully textured white cover.

Profile #141 Tripod

List 22.50 **10.50**

One of the world's finest channel-aluminum tripods. 2-inch wide platform holds any type camera. Open, 60¼ ins.; closed, 25 ins.

Willoughby Special Purchase!

ROWI Pocket TRIPODS

No. 588. Tilt top. 10 sections. Closed 8 ins. Open 48 ins. Weighs 15 ounces **8.25**

No. 591. Tilt top. 8 sections. Closed 10½ ins. Open 55 ins. Weighs 16 ounces **11.00**

Lightweight — compact — easy to carry — easy to handle. Fits into pocket or gadget bag. Smart, attractive. Sturdy metal sections, with black enclosure. Rubber tipped.

RED SABLE SPOTTING BRUSHES

1.25 Value

3 for 75c

Nos. 1-3-5. Pure red sable with metal ferrule. Can be used with all kinds of paint, oil, varnish, etc.

ZETT 2x2 SLIDE PROJECTOR

Originally 79.50 **39.50**

Brand new. A High precision projector in the palm of your hand. Projects 2 x 2 slides up to 10 feet with amazing clarity. For home or business use.

Brand New! Save $169.00

2¼ x 3¼ PLAUBEL MAKINA CAMERA

List 408.50 **239.50**

Brand new. Anticomar f/2.9 lens. Compur MX shutter. Complete with 3 cut film holders and plate adapter.

PRO-TYPE LEATHER GADGET BAG

List 31.00 **14.95**

One of the finest bags available. Holds Polaroid, Movie, Stereo, Large Folding or Small Press-type Camera . . and accessories. Top-grain cowhide. 8½ x 11 x 6 inches. Adjustable shoulder strap.

TRIPOD TILT TOP

Special **97c**

Tilts and rotates in any direction. All aluminum.

Sharper Enlargements with SEE-SHARP 2.50

SEE-SHARP solves the problem of focusing dim images resulting from dense negatives, or weak light in large magnifications.

What a Useful **CAMERA UTILITY BAG**

for only 97¢

Add 25c Postage

- 10 x 8 x 4 inches. Space for camera and
- 10x8x4 inches. Space for camera and accessories. Zipper top. Outside pocket.
- Can be used to carry spare rolls of film and accessories on a long trip.
- Can be used as a picnic bag, tool bag, school bag, general-purpose bag.
- Can be used by Mothers to carry baby's things when shopping, traveling.

Made of soft, pliable, but durable plastic in a handsome tan color.

BEADED SCREENS for Slides and Movies

Size	Reg.	Sale
30x40	14.95	8.97
40x40	16.95	10.17
37x50	19.95	11.85
50x50	22.50	13.50

One of the world's best screen makers. Beautiful, durable surface. Adjustable metal tripod legs. Metal carrying case.

STAINLESS STEEL TRAYS

3 for 1.74

5 x 7. Famous make. Genuine stainless steel.

GOLD FINISH FRAMES

at ½ Price

5 x 7 **87c**

8 x 10 **97c**

Easel style. Metal construction. Complete with glass.

GET OUR HIGH TRADE-IN QUOTATIONS! MAIL ORDERS FILLED — ADD POSTAGE

WILLOUGHBYS

110 West 32nd Street, New York 1, N. Y.

Open 8:30 to 6 — Thursday to 8

OUR OWN EXPORT DIVISION — AUDIO — VISUAL AND GRAPHIC ARTS DEPARTMENTS

WILLOUGHBYS *is* RELIABLE

When you buy from Willoughbys, no matter where you live, you can be sure that the Price is Right, the Values are Authentic, and you Must Be Satisfied or your money cheerfully refunded!

AO 500-WATT 2x2 SLIDE PROJECTOR

List 87.00 **49.50** with Case

Brand new. Discontinued model. 500 watt bulb for brilliant slide projection. Triple action blower.

BUSCH-PRESSMAN

2¼ x 3¼ Camera

List 198.00 **109.50**

Brand new. With Voigtlander Color-Skopar f/3.5 lens in Compur M-X shutter. Hugo Meyer rangefinder.

COMBINATION CARRYING CASE

For Leica M-3

List 45.00

Special **29.50**

Holds your Leica camera, plus lenses, flashgun and other accessories. Genuine leather in mahogany color, beautifully lined.

KODASLIDE POCKET VIEWER 1.95

For 2 x 2 slides, 4x magnification. Folds to fit pocket.

SPECIAL WILLOUGHBY OFFERING!

Imported SCOPE DeLuxe 7 x 35 BINOCULARS

WITH

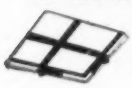
- Filter for Haze or Sun Glare
- Extra Eyecups for Those Who Wear Glasses
- Silicone-Treated Lens Cloth
- Genuine Leather Rainguard
- Felt-Lined Comfort Pad for Neckstrap
- Genuine Leather Carrying Case

ALL FOR ONLY 44.95

Plus 10% Tax

Lenses are coated 16 times for crisp images. Moisture and dust-proofed. Central focusing. Precision-made throughout. Lightweight . . . comfortable . . . easy to handle. Attractive pearl grey finish.

Famous Make All Metal ENLARGING EASELS



8 x 10 List 5.50 **3.45**

11 x 14 List 7.75 **4.95**

Steel masking bands, adjustable to all sizes. White enamel base.

Famous Make REEL CHESTS

No. 1—Holds 12 8mm 200 ft. reels and cans, or 12 5-inch recording tapes. List 3.25 ..... **2.25**

No. 2—Holds 12 8mm 300 ft. reels and cans. List 3.95 ..... **2.65**

No. 3—Holds 12 8mm 400 ft. reels and cans, or 12 7-inch recording tapes. List 3.95 ..... **2.65**

No. 5—Holds 9 16mm 400 ft. reels and cans. List 3.95 ..... **2.65**

(Prices do not include reels, cans)

All steel. Safe storage for reels and cans — and recording tapes. Double safety catch. Identification panels. With convenient dividers.

Bertram AMATEUR Exposure Meter

List 14.95 **9.50**

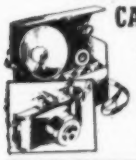
An excellent meter for both beginner and amateur. For still or movie cameras, color or black-and-white.

"FAMILY OF MAN" 1.00

(Add 15c postage)

The greatest photo collection of our time in book form . . . by Edward Steichen. Paperbound edition.

7 Pc. FED-FLASH CAMERA OUTFIT



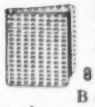
Reg. 17.75 **8.75**

FED-FLASH camera, flashgun, deluxe combination carrying case, 4 flashbulbs, 2 batteries, 1 roll film.

KAGRA REMOTE CONTROL UNIT 10.95

You can take pictures from a distance of up to 30 feet. Great for nature studies, child photography, unposed shots. Fits most cameras.

WILLO-WEAVE PHOTO ALBUM



8 x 10 **2.75**

Beautiful tweed-weave effect covers in choice of red or green. 38 leaves. Spiral bound.

(11 x 14 Inches, $4.25)

Famous Make 35mm ENLARGER

List 74.50 **44.95**

Brand new. With Elgeet 2¼" f/4.5 coated lens. Micromatic focusing. Superb performance on prints from contact size to 11 x 14 on baseboard. Weighs less than 11 pounds.

Famous Make 2¼ x 3¼ ENLARGER

List 87.50 **52.50**

With Elgeet 3½" f/4.5 coated lens. Brand new. Precision focusing. Horizontal or vertical projection. 18 x 25 inch baseboard. 75-watt opal bulb.

Just 2 Steps to Perfect Exposure! BEWI AUTOMAT "A"

Exposure Meter

29.50

Simply press the button — entirely automatic. No dials or calculations. For use with all cameras, all films, all ratings.

"STATIC MASTER" CLEANING BRUSH

4.95

It eliminates static that attracts harmful dust. Thoroughly cleans lenses, negatives, slides, etc.

#41 METAL FILE

for 2 x 2 Slides List 1.98

97c

Holds 200 cardboard slides. Bakelite insert, with individually numbered slots, protects slides.

Genuine Leather GADGET BAGS

No. 10 — 7" x 9" x 4½"
Regularly 6.95 ..... **4.65**

No. 11 — 8½" x 10½" x 4"
Regularly 8.95 ..... **5.95**

No. 12 — 10" x 12" x 5"
Regularly 11.95 ..... **7.95**

Famous make. Brand new. Zipper top, outside pocket.

HIGHEST PRICES PAID FOR USED CAMERAS AND EQUIPMENT

GET OUR HIGH TRADE-IN QUOTATIONS! MAIL ORDERS FILLED — ADD POSTAGE

WILLOUGHBYS

110 West 32nd Street, New York 1, N. Y.

Open 8:30 to 6 — Thursday to 8

OUR OWN EXPORT DIVISION — AUDIO — VISUAL AND GRAPHIC ARTS DEPARTMENTS

FILM WHOLESALERS!

ALL FILM ABSOLUTELY SAFE & RELIABLE

FRESH COLOR FILM

This 1957 dated film is in its original sealed package *fully guaranteed by the manufacturer.* Day. or Tung. Price includes processing & mounting (35mm). MINIMUM ORDER—3 ROLLS.

Size.	Koda-chrome	McGregor Color	Vitacolor
8mm x 25' dble. roll	$2.80	$2.25	$2.30
8mm x 25' dble. mag.	3.60	3.50	3.50
16mm x 50' mag.	5.40	5.35	5.25
16mm x 100' roll	6.00	5.50	5.15
35mm x 20 exp.	2.70	1.85	1.79
35mm x 36 exp.	4.00	3 for 6.50	3 for 6.50
35mm x 12 exp.		6 for $5	

FRESH MOVIE FILM

1957 dated, fast, fine grain, panchromatic ASA 50. Prices include new fast processing service.

8mm x 25' dble. roll $1.10
8mm x 100' Bolex dble. roll 3.50
16mm x 50' mag. 1.75
16mm x 100' roll Ansco 2.75
16mm x 100' 2.50
16mm x 100' Kodak Plus X 2.95
16mm x 50' roll, Plus X 1.65
8mm Mag. B & W 2.00
16mm x 50' mag. E.K. X or XX 2.25

BUY SIX . . . GET ONE EXTRA FREE

KODAK 16mm MOVIE

Kodak Processing included

G.D. Kodachrome 16mm x 100' Day. or Tung. $2.00
G.D. Kodachrome 16mm x 50' Mag. Day 4.25
Super X 16mm x 50' magazine 2.75

ONLY AT AWON!!!

McGREGOR B&W MOVIE FILM

• Fast—ASA 50 • Fine Grain • Prices include processing

8mmx25' dble. roll $1.50* 16mmx100' roll $3.00

*BUY 6 . . . GET ONE EXTRA . . . FREE!

COLOR FILM MFR. PACKS UNDER AWON LABEL!!!!

Late 1957 Date. Price includes processing & mtg. All Kodachrome filters can be used with this film.

8mm x 25' dble. ..... $1.98 ea.; 3 for $5.75
35mm x 20 exp. ..... $1.79 ea.; 3 for $5.00
16mm x 50' roll ..... $2.95 ea.; 3 for $8.25
8mm dble. or 16mm x 100' roll $5.25 ea.; 3 for $15

FREE! FREE!

With every order of $29 or more (except Kodachrome)—you get a FREE 1-year subscription — $4 value—to Modern Photography or another monthly Camera magazine.

SPECIAL PURCHASE!

Brand New
Weston Master II Exposure Meter
Reg. $33.45
SPECIAL $17.95
complete with leather eveready case

ANSCOCOLOR

1956 Date - Day. or Tung.

35mm x 112' $18.95
35mm x 50' 9.95
35mm x 27½' 6.95
35mm x 20 exp.
In metal cart ..ea. 1.20
6 for $5.50; 12 for $10
35mm x 50' Tung. 6.00

ANSCOCHROME

28 ft. x 35mm. Orig. Pack. Easy Load. $7.99
120 or 620. 3 for $3.00

Lantern Slide Plates

36 per box
3¼x4" or 2x2"
2 boxes for $1
11x14 ..... 6 per box
$1.80 per box

MOVIE—QUANTITY DISCOUNTS

B&W ASA 50. Reversal. No Processing

SIZE	54 Rolls	27 Rolls	15 Rolls
16mm x 50'	$19.95	$10.95	$ 5.95
*16mm x 100'	49.50	29.50	17.95

*Camera Spooled.

AERIAL FILM

Recent date! In original metal containers.

KODAK XX

5¼"x20' ..... 4 for $1
5¼"x20' ..... 2 for $1
5¼"x50' $1.25
7"x125' 5.95

KODAK TRI-X

5¼"x20' ..... 2 for $1
5¼"x50' $1.25
7"x18" XX ..... $1 ea.
7½"x62' $2.98

AERO EKTACHROME ASA 40

with 1½ gallon processing kit

5¼ x 20' .... $5.95 5¼" x 10' $6.95
7 x 18' ..... $5.95 35mm x 37½' $5.95

FREE Compensating Filter with any of above!

35mm Fresh Bulk Negative Safety

Kodak Plus X, Sup XX, Kodak Weston 24 Infra Red Microfile, Ansco ASA 50 or DuPont #1, #2 or #3
100' ..... $1.98 ea. 400' $7.50
FREE, 100' of ASA 24 w/every 100' order!

35mm x 20 Exp. Cart.

Plus X, Sup XX, Tri-X, Infra Red, Microfile
6 for $1.50 12 for $2.50

CUT FILM SPECIALS

3¼ x 4¼—original box of 25 sheets—
Du Pont Fine Grain Pan ..... 3 boxes for $3.30
4 x 5—original box of 25 sheets—3 boxes for $3.50
Your choice of KODAK, Infra Red: DUPONT X-F Pan: ANSCO Tri-S Ortho.
8 x 10 original box of 25 sheets—$2.00 per box
Your choice of KODAK Infra Red, Tri-S; DUPONT X-F Pan, Arrow Pan: ANSCO Super Pan Press or Portrait, Process, Comm. Ortho.
8 x 10—Process Pan or Ortho (25 shts.) $1.25
Ansco Color Day. or Tung. (10 shts. per box)
4 x 5 ..... $2.00 ea.; 6 for $9
8 x 10 ..... $3.95 ea.; 4 for $10

CONTACT PAPER SALE

In original mfrs. box!

7½ x 7½" SWGL—box of 250 sheets #2, 4 ..... $2.75
10 x 10" SWSM—1 box (100 sheets) #1, 2, 4 ..... 98c
1000 Sheets $5.00
8 x 11½" Reflex Copy (100 shts.) $1.00
Ad-type LWFlex SM. 40"x30', #3 ..... $2.00
Linograph 10"x200' 1.00

20% Deposit on all C.O.D. please. U. S. Excess Please include postage with all orders.
25% Off Mfg. List on all Photographic Equipment

AWON FILMS

Send 25¢ for complete 52 page catalog listing all photo equipment at unbeatable prices.

108-P W. 29th St., New York 1, N. Y.

LEICA M3D

Modified M3D Leica made to specifications of David Douglas Duncan. Major change is addition of a Leicavit rapid-winder. Film-winding lever has been modified to operate from a 40-degree angle from the camera and internal construction was strengthened.

BY THE end of 1956 a limited number of special "Press" models of the Leica M-3 camera will be available for the nation's globe-trotting professional photographers. This unusual development can be credited to two crack *LIFE* Magazine staffers—David Douglas Duncan and Alfred Eisenstaedt—and, to the interest and co-operation of Dr. Ludwig Leitz, who is in charge of all research and development at Ernst Leitz, of Wetzlar, Germany.

Half of the production run will be finished in black, like the prototype camera made for and purchased by Duncan—illustrated here. The rest will have a chrome finish, in keeping with Eisenstaedt's preferences. All will incorporate the special features described below. The rugged construction of these cameras enables field photographers to give them the roughest possible handling under extremes of heat, cold, and humidity, with minimal danger of a breakdown needing the services of a trained repair man. The modifications built into the special Press model are intended further to facilitate the easy handling and operation of the standard M-3 camera, and to eliminate certain items which are of interest primarily to amateurs.

Outwardly, the new model differs in appearance from the M-3 in several important ways. A special Leicavit lever-operated rapid-winder base plate is fitted to the bottom of the camera body. This has necessitated the elimination of the automatic frame counter which has been replaced by a manually set type. The self-timer also has been eliminated as it is of no interest to most professionals.

From a functional standpoint the operating speed has been increased in two ways: The film-advance lever on the top of the camera has been reset so that the start of the cocking motion begins with the lever extending from the camera body at an angle of about 40 degrees in-

Standard M-3 comes with self-timer, automatic frame counter and the conventional cocking lever, operating from a 90-degree position.

SEE WHY SUPREME HAS THE LION'S SHARE OF THE FILM AND PAPER BUSINESS!

FREE!

With your order for $5.00 or more you get a practical, surprise gift worth $1.50. This gift will save you time, money and improve your photographic results.

SUPER XX ROLL FILM

Guaranteed till July 1957

ALL SIZES AT ONE LOW, LOW PRICE!

127, 120, 620
116 or 616 — 10 rolls 2.29

35mmx100' SAFETY FILM

Guaranteed till July 1957

Super XX, Plus-X
Panatomic-X
Ansco Supreme
Infrared
Ortho (ASA 64)
(Loaded in daylight loading spools in metal cans)
2.25 each

TRI-X (35mm x 100') 4.95

ENTHUSIASTIC REPORTS RECEIVED FROM 35mm USERS!

EASTMAN COLOR NEG.

Enables you to get 2¾" x 3½" color prints on new Type C Paper.

35 mm x 12 exposures

Daylight ASA 32

Processing included plus a FREE 2¾" x 3½" color print made from one of your negatives at time of processing.

ALL FOR ONLY 1.75 ppd. 3 for 4.95

MAIL YOUR ORDER TODAY!

New Type C 2¾" x 3½" Color Prints from your 35mm color negatives. 12 for 2.95

AERIAL FILM

5¼"x20' Super XX	1.50
7" x18' Super XX	1.50
9½"x75' Super XX	7.50
9½"x200' Super XX	22.00

VARIGAM

S.W. Resisto Rapid

10x10	125 sh. 3.75
11x14	50 sh. 3.50
9¼"x200'	ea. 4.95

AERO ENLARGING

9¼" x 200' #1

3.25 per roll

FILM PACKS

2¼ x 3¼
Super XX, Plus-X
6 for 3.75

SOVEREIGN MOVIE FILM

B & W • ASA 50 • 1957

8mm x 25' Dbl. 3 for 3.95
16mm x 50' Mag. 3 for 6.50
16mm x 100' Roll 3 for 8.50
Processing included

16mm MAGS.

LOAD YOUR OWN

50' Plus-X on core
10 for 5.50
25' Plus-X on core
25 for 3.50
Empty Mags. ... 5 for 2.50

ANSCO COLOR

	Day.	Tung.
35mm x 50'	8.75	7.50
35mm x 100'	16.50	13.50

16mm x 100' ..... 3 for 17.95 (Proc. Incl.)

35mm x 100' DuPont

Guaranteed 'til Dec. 1956

ASA 24—64—100
(3 roll combination) 300' for 2.95

35mm x 100' Plus X, Super XX

Guaranteed 'til Dec. 1956

Linagraph Pan, Microfile Type 1.75 ea.

35mm Bulk Loader

• with 6 empty carts.
• 1 gallon Microdol
when ordered with above — 5.75

KODACHROME

1955 Date

Outdoor or Indoor Processing Included

16mm x 100'
3 for 19.69
6 for 38.99

16mm x 50' Mag.
3 for 13.99
6 for 27.59

BANTAM 828
3 for 3.99
6 for 7.59

FRESH KODACHROME and ANSCOCHROME

In Original Mfrs. Packages, 1957 Date

SIZES	KODACHROME	ANSCOCHROME
35mm x 20 exposures	3 for 4.59	3 for 3.99
35mm x 36 exposures	3 for 6.19	
120 or 620		3 for 3.49
35mmx28' with loader		8.49 ea.
8mm x 25' roll	3 for 8.79	
8mm x 25' mag.	3 for 10.79	
16mm x 50' mag.		2 for 11.29
16mm x 100' roll		2 for 16.59

Manufacturers' processing on movie film included
Please specify Outdoor or Indoor for Kodachrome

16mm x 50' Mags.

Plus-X or XX

3 for 6.95
6 for 12.95
Processing Included

FOR KOPY KATS

10 rolls 35mm x 36 exp. Microfile, 100 sh. 8 x 10 Kodabromide LW Document Enlarging Paper.

All for 5.95

SPECIAL SELECTION OF FILM

16mm x 50' Mags.—Plus X or XX Neg.	3 rolls 2.25
16mm x 50' Empty Mags.	8 mags. 2.50
16mm x 100' Roll—Plus X—XX—Lin. Ortho Neg.	3 rolls 2.50
16mm x 400' Roll—Ansco Supreme or XX Neg.	2 rolls 4.95
16mm x 400' Cans & Reels—Slightly used	5 sets 2.95
16mm x 1200'—Super XX negative	2 rolls 15.00
4 x 5	
Infrared or Pan Masking	20 sh. 1.00
Ansco color Day. or Tung. or Printon	20 sh. 3.95
Triple-S Ortho	50 sh. 2.95
Super Pan Press, X-F Pan, Arrow Pan	100 sh. 6.25
5 x 7 Super XX Thin Base	100 sh. 4.50
7 x 9 Transmission Type A	100 sh. 2.95
8 x 10	
Super Pan Press, Arrow Pan, X-F Pan	50 sh. 6.50
Kodalith Pan, Triple-S Ortho	50 sh. 5.50
Matrix, Process, Infrared	50 sh. 3.95
Ekta "R" Ansco Color Day. or Tung. or Printon	10 sh. 5.25
Commercial Ortho, Commercial Matrix	50 sh. 6.95
Commercial Pan X, Stripping Film, Matrix	20 sh. 4.75
11 x 14—Panatomic X	25 sh. 4.95
12 x 17—Kodalith Pan	20 sh. 5.50
14 x 17—Contrast Process Pan, Process Pan, Matrix	

ENLARGING PAPER

Guaranteed till Jan. 1957

KODABROMIDE • HALOBROME • CYKORA

SIZE	TYPE	CONTRAST	QUAN	PRICE
3 x 5	DWSM	#2	200 sh.	2.25
5 x 7	DWGL	#1	200 sh.	3.25
5 x 7	DWSM	#2, 3	200 sh.	4.50
8 x 10	SWGL	#2, 3	100 sh.	3.75
8 x 10	DWSM	#2, 3	100 sh.	3.95
8 x 10	SWSM	#3, 4	100 sh.	2.75
8 x 10	LWSM	#5	200 sh.	3.95
8 x 10	DWSM	#1	200 sh.	4.25
8 x 10	Resisto Rapid	#1,2	100 sh.	3.50
11 x 14	SWGL	#2, 4	50 sh.	3.25
11 x 14	SWSM	#1	100 sh.	5.50
11 x 14	DWSM	#1, 2, 3, 4	50 sh.	3.75
11 x 14	DW Wh. Lustre	#1, 4	100 sh.	6.95
11 x 14	DWGL	#1	100 sh.	6.25
11 x 14	DW Res. Rapid	#1	100 sh.	3.95
20" x 30'	DWSM	#2	1 roll	3.95
40"x 30'	Resisto Rapid or SWGL	#1	1 roll	3.95

CONTACT PAPER

Guaranteed till Jan. 1957

KODAK • HALOID • ANSCO

SIZE	TYPE	CONTRAST	QUAN.	PRICE
1½ x 2¼	SWGL	#1, 2, 3, 4	1000 sh.	1.95
2½ x 3¼	DWSM	#2, 3	1000 sh.	3.75
5 x 7	SWGL	#4	200 sh.	3.75
5 x 7	Auto Pos.		250 sh.	1.75
8 x 10	SWSM	#1, 2, 3, 4	200 sh.	2.50
8 x 10	DWSM	#0, 1, 2	100 sh.	2.50
8 x 10	Auto Pos.		250 sh.	2.95
8 x 10½	Ad Type		250 sh.	3.50
8½ x 11	Reflex Copy		200 sh.	2.95
10 x 10	SWSM	#2	250 sh.	3.25
10 x 10	DW Resisto	#2	250 sh.	4.50
10 x 10	SWSM	#1, 4	200 sh.	2.75
20" x 30'	AZO	F 4	2 rolls	4.25
18 x 22	LW Flexible	#1, 2, 3	100 sh.	3.95

8 x 10 ENLARGING

D. W. Brovira Velvet or S. W. Glossy—No. 1

250 sheets 4.95

INFRARED

100 ASA

120 or 620
10 rolls 3.49

ORTHO ROLL FILM

No. 127

15 rolls 2.49

70mm FILM

15' Super XX	10—	2.95
100' Super XX	2—	7.25
100' Aero Ekta	ea.	12.95

EKTACHROME

ASA 32
Daylight

120-620..6 rolls	2.99
35mm x 40' & 6 carts	4.75
1½ gal. proc. kit	2.95
5¼" x 20'	4.95
7" x 18'	5.95

K-20 AERIAL CAMERA

With 6⅜" f/4.5 lens. Rapid sequence action on 4 x 5 negative. Trigger Shutter release. To 1/500th sec. Manual operation. Government cost: over $800. *Fully guaranteed!*

89.50

FREE with camera: 6 rolls of 5¼" x 20' Super XX.

PLEASE INCLUDE POSTAGE

Merchandise is guaranteed U. S. Surplus, unless otherwise noted. Export and wholesale inquiries invited. Include 25% deposit for C.O.D. orders.

FREE BULLETIN ON REQUEST!

THE WORLD'S LARGEST SUPPLIERS OF FILM AND PAPER AT REDUCED PRICES!

SUPREME PHOTO SUPPLY CO. . . . 11 BROADWAY, Dept. P NEW YORK 4, N. Y.

You Can't Buy a Better Camera at TWICE THE PRICE!

Automatic

Minolta 'A'

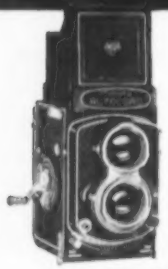
35mm CAMERA

only **$49.95**

Deluxe Eveready Case $7.95

Designed to fit your needs—priced to fit your budget, the precision-built Minolta 'A' has the features of the most expensive cameras—plus exclusive extras. It makes picture taking a joy, gives you needle-sharp, full-toned negatives, and stands up under the hardest use.

Additional features include depth-of-field scale, completely removable back for easy loading of all standard 35mm color and black-and-white film, anti-static pressure plate, accessory shoe at top, die-cast lightweight aluminum body with leather covering and satin chrome trim.



MINOLTA AUTOCORD

Fully Automatic

Your Best Buy in a Twin-Lens Reflex, only $99.50

Deluxe Leather Carrying Case $9.95

DOUBLE GUARANTEE

All Minolta cameras carry the unconditional guarantee of the manufacturer, makers of the most widely accepted cameras in Japan for over 27 years, PLUS the additional guarantee of the FR Corporation, exclusive U. S. sales agents for Minolta cameras and accessories and famous for over 21 years as manufacturers of high-quality photographic products—your double assurance of satisfaction.

Accessories are available for all Minolta cameras, including flash units, filters, close-up lenses and lens hoods.

Minolta Cameras are manufactured by
Chiyoda Kogaku Seiko Co., Ltd., Osaka, Japan
New York Office, 150 Broadway
In Canada, Anglephoto Ltd.
Montreal, Toronto, Vancouver

See the Minoltas at your favorite photo dealer's, or write for information to:

THE FR CORPORATION
951 Brook Avenue, New York 51, N. Y.

stead of 90 degrees; and the Leicavit is connected to the camera's film-advance mechanism so that the advance can be made with either the regular lever or the Leicavit, at the convenience of the photographer.

The first camera in this special series was a chrome job made for Eisenstaedt, who makes most of his pictures in vertical format. He was especially anxious to have the convenience of the Leicavit attachment, which does not come on the regular M-3 model and which had made his 3-F Leica very useful. His special camera had the standard self-timer and the conventional film-advance lever operating from a 90-degree position.

At Christmas time, 1955, Duncan, who had stopped at the Leitz plant in Wetzlar on the way back from a *LIFE* assignment in Afghanistan, dropped in to the New York Office of POPULAR PHOTOGRAPHY, where we glimpsed and photographed the first of four black special M-3's which had been made for him. This camera was appropriately numbered M3D-1 ("D" for Duncan). Incidentally, Alfred Eisenstaedt's second special M-3 is exactly the same, but finished in chrome and numbered M3E-1 in recognition of his contribution to this development. After Duncan's fourth M3D, the special series will be labeled M3P ("P" for Press).

In a sense this recognition by the Leitz organization of the special needs of the professional field worker is a reflection of the fact that the 35-mm camera has come of age as an indispensable professional tool. A number of individuals co-operated with Duncan in making a practical reality of his dream camera. First, Mr. Alfred Boch, Vice President of E. Leitz, Inc., New York, has worked closely with Eisenstaedt, Duncan, and other professional photographers and has conveyed to the management of the German firm the suggestions and special requirements of the professional photographers in the United States. Dr. Ludwig Leitz, head of research and development of the German firm, spent some six weeks in this country in 1955 studying the special needs of this market. After delivering the first special camera of this type to Eisenstaedt in 1955, Dr. Leitz reviewed with Duncan in Wetzlar all of the characteristics which would make the camera even more suitable for the type of work which he does. In accordance with Dr. Leitz' promise, the special M-3 was made for Duncan and delivered to him the following month. The individual responsible for working out the details was Dr. Stein of Wetzlar's research division. In co-operation with Duncan he sifted the practical from the visionary and translated Duncan's specific needs into a product in being.

Obviously, there will never be a universal camera or even a universal line of cameras meeting the tastes and individual requirements of all photographers. The special new Leica M3P will be important to a segment of professional workers in that it has raised the common denominators of operating convenience and speed without detracting in any way from ruggedness. But, Duncan prefers a black camera finish, and Eisenstaedt chrome. Slim Arons uses his special press model

of the M-3 Leica M3P with lenses equipped with a special triangular focusing flange; Duncan with an oversize round one—and with many makes of lenses that conform to his taste. On the other hand, Eisenstaedt and Henri Cartier-Bresson and Arons as well are confirmed devotees of Leitz lenses to the exclusion of all others.

No price has been established as yet for the special press M-3, but there is no doubt that it will cost considerably more than the regular M-3. However, when the Leica M3P production line starts trickling through the Customs barrier by the end of this year, it is almost a foregone conclusion that the entire production run will be snapped up shortly after the last unit leaves the factory, for the camera will be a prized collectors' item for every camera buff who follows in the footsteps of the glamorous professional worker. Hats off to Leitz for this tribute to the "pro" and for their confidence in their devoted amateur following.—*Norman C. Lipton*

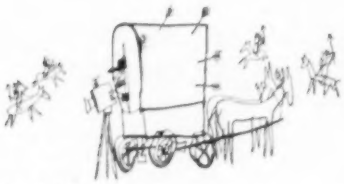
Technical Data on the Cover Picture

Helen C. Manzer, New York City, made this portrait of a Tarascan Indian in Mexico on Daylight Kodachrome with a Leica M3. She used a 135-mm Leitz Hektor f/4.5 lens, exposing at f/6.3 at 1/10 second in daylight. Miss Manzer, an amateur who has been interested in photography for the past 15 years, is a noted exhibitor and has studied the Tarascan Indians for the last seven years, winning their confidence and co-operation.

The versatility required of a good art director is strikingly illustrated by this shot of Irene Charles, art director at a New York advertising agency. When the model failed to show up for the assignment, Miss Charles donned the bathing suit, proving an able substitute. This picture was made at Fire Island by John Morrin on Daylight Ektachrome with a Rolleiflex equipped with a 75-mm Zeiss Tessar f/3.5 lens. The exposure was f/11 at 1/50 second.

Special permission was obtained by Major Eugene R. Manfrin of the 4602nd Air Intelligence Service Squadron to photograph the strangely festive beauty of an air drop. This was part of a training jump at Colorado Springs, Colo., which men of the unit were required to make to qualify for jump status. He used a Retina Ia with a 50-mm Xenar f/3.5 lens. The exposure, on Daylight Kodachrome, was f/10.5 at 1/50 second. Major Manfrin learned photography as a hobby while stationed in Honolulu in 1936.

For details on this picture of Audrey Hepburn, see page 65, "Six Ways of Using Backlighting."—



You Can't Buy a Better Camera at TWICE the PRICE!

1. **HELICAL FOCUSING LEVER,** permits one-hand operation, smoothly sweeps focus from 3 ft. to infinity in a single stroke.
2. **AUTOMATIC FILM TRANSPORT** advances film, counts the exposure, and sets the shutter.
3. **TAKING LENS is ROKKOR 75mm f/3.5,** 4-element, highly color corrected and fully coated.
4. **VIEWING LENS is Coated ROKKOR 75mm f/3.2.**
5. **OPTIPER MX PRECISION SHUTTER,** synchronized at all speeds from 1 second to 1/400th and bulb, with built in self-timer and safety-locking body shutter release.

Light, compact, versatile, the Minolta Autocord is precision-built for professional results. With the features of the most expensive cameras — plus exclusive extras — the Autocord makes picture taking a joy, gives you large 2¼" x 2¼" needle sharp, full-toned negatives in color or black-and-white, and stands up under the hardest use.

Minolta AUTOCORD

Fully Automatic only $99.50

Deluxe Leather Carrying Case $9.95

DOUBLE GUARANTEE

All Minolta cameras carry the unconditional guarantee of the manufacturer, makers of the most widely accepted cameras in Japan for over 27 years, PLUS the additional guarantee of the FR CORPORATION, exclusive U. S. sales agents for Minolta cameras and accessories and famous for over 21 years as manufacturers of high-quality photographic products — your double assurance of absolute satisfaction.

Automatic

MINOLTA 'A'

Your Best Buy in a 35mm Camera, only $49.95

Deluxe Leather Carrying Case $7.95

Accessories are available for all Minolta cameras, including flash units, filters, close-up lenses, and lens hoods.

Minolta Cameras are manufactured by Chiyoda Kogaku Seiko Co., Ltd., Osaka, Japan

New York Office, 150 Broadway

In Canada, Anglophoto Ltd. Montreal, Toronto, Vancouver

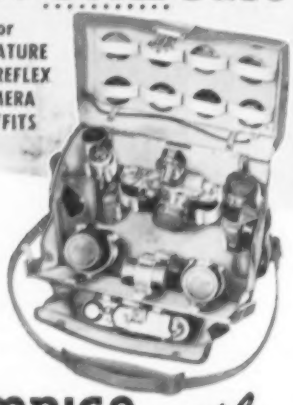
See the Minoltas at your favorite photo dealer's or write for information to:

THE FR CORPORATION

951 Brook Avenue, New York 51, N. Y.

The **ONE** Case

for MINIATURE and REFLEX CAMERA OUTFITS



Selected top grain cowhide — chamois lining

OMNICA *Convertible*

You select and arrange the interchangeable fittings to hold your miniature or reflex or both—plus accessories—according to your personal needs.

Case complete with camera clamps ... $49.50
Accessory fittings as required ... from $1.35

For details, see your dealer or write

KLING PHOTO CORP.
257 Fourth Ave., New York 10, N. Y.
7303 Melrose Ave., Los Angeles 46, Cal.

NEGA-FILES for . . .
FILM · NEGATIVES · SLIDES

- The file with the luxury look, made of lustrous, flowered sycamore hardwood with glossy, natural finish.
- Practical, too. Heavy, brass-plated hardware, handle, hinges and snap bolts. Lock corner construction. Felted bottom.
- Removable index and visible, movable tabs make filing and finding easy.
- Raised liners make chest dust-proof.

No. 250	NF Group filing for 650 Slides	$6.95
No. 100	NF Individual filing for 200 Slides	$6.95
No. 375	NF Group filing for 1,000 Slides	$8.45
No. 150	NF Individual filing for 300 Slides	$8.45

THE NEGA-FILE CO
NEGA FILE
Doylestown, Pa.

These are just a few of the many quality items manufactured by NEGA-FILE. Send for FREE catalog and Filing Handbook No. 11.

High School Contest Winners

(*Continued from page 91*)

nical skill, we plan to run another contest next year which will be larger and wider in scope, with two sets of prizes.

Next year's POPULAR PHOTOGRAPHY High School Photo Contest will have special appeal not only for teen-age photographers, but for high-school camera clubs as well. By striking out in two directions we hope to encourage both individual effort and club activities which offer the young photographer instruction, group discussion, field trips, and in some cases processing facilities. Watch for details which will be announced in a forthcoming issue of POPULAR PHOTOGRAPHY.

In awarding the first prize, a $1000 U.S. Savings Bond, to Marvin Silver the judges were faced with the problem of which picture from Marvin's entries was the best. They chose "Indian Mother," an extremely perceptive study which exhibited remarkable technical quality. The picture was made in Mexico with a Nikon S-2. Marvin also won a $10 Merchandise Certificate for another of his entries. This 18-year-old photographer attends Alexander Hamilton High School in Los Angeles and is a member of the school's camera club, directed by Lois Vinette, which distinguished itself in the competition by walking off with a total of nine prizes.

"Brothers," by Ronnie James, 17, of Central Lake Public School, Central Lake, Mich., took the second prize of a $500 U. S. Savings Bond. This close-up study was chosen for its wonderful spontaneity, a quality which experienced professionals often find difficult to achieve. Made with a Rolleicord, the picture's unusual angle adds to the feeling of warmth and intimacy. Ronnie also was awarded a $10 Merchandise Certificate for "Spray," which is reproduced in this issue.

Third prize of a $250 U. S. Savings Bond went to Joseph De Capua's "Exploring." A high-key study, it possesses an amazing studio-like quality and is charming in its simplicity. Joseph, a 15-year-old student from East Orange, N. J., used a Ricohflex with a Ricoh Anastigmat lens to make this prize-winning photo. Two additional awards were presented to him, a $10 Merchandise Certificate and a subscription to POPULAR PHOTOGRAPHY.

In addition to the three top awards, five $100 U. S. Savings Bonds, fifty Merchandise Certificates worth $10 each, and fifty subscriptions to POPULAR PHOTOGRAPHY were presented. The ages of the winners ranged from 13 to 19 years, and although the majority of contestants were boys, there were several girls whose pictures took prizes. That POPULAR PHOTOGRAPHY's High School Photo Contest displayed a good sampling of what teen-agers throughout the nation are doing with their cameras is reflected in the fact that 25 states were represented in the list of winners and there were entries from 44 states, the District of Columbia, and Canada.—

THE PRIZE-WINNERS

first prize $1000

U.S. Savings Bond Plus Certificate of Merit
"INDIAN MOTHER" by Marvin Silver
Los Angeles, Calif., Alexander Hamilton H.S.

second prize $500

U.S. Savings Bond Plus Certificate of Merit
"BROTHERS" by Ronnie James
Central Lake, Mich., Central Lake P.S.

third prize $250

U.S. Savings Bond Plus Certificate of Merit
"EXPLORING" by Joseph De Capua
East Orange, N. J., East Orange H.S.

5 prizes U.S. Savings Bonds, each $100

Plus Certificate of Merit
ROBERT D. BROWN
Los Angeles, Calif., Alexander Hamilton H.S.: TEDDY II
JOE R. CESARE
Tucson, Ariz., Tucson H.S.: BEHIND THE WHEEL
SANDRA FULLER
Chicago, Ill., Chicago Vocational H.S.: MY PIERRE
SID KAPLAN
New York, N. Y., School of Industrial Arts: WAR
DONALD McCLURE
Redmond, Ore., Redmond Union H.S.: DIANE

50 prizes merchandise certificates, each $10

Plus Certificate of Merit
Ted Ansbacher, *Burlington, Vt., Deerfield Academy: ARTIST.* Alex Balian, *Los Angeles, Calif., Alexander Hamilton H.S.: CITY DWELLERS.* Peter Bissman, *Mansfield, Ohio, Mansfield Senior H.S.: CONTAX.* Peter Bissman, *Mansfield, Ohio, Mansfield Senior H. S.: HORN-BLOWER.* Elwood Blackburn, *Fullerton, Calif., Fullerton Union H.S.: TUG OF WAR.* Barbara Chase, *New Britain, Conn., New Britain Senior H.S.: OFF TO MARKET.* Howard Clark, *Alliance, Ohio, Alliance H.S.: DANCE MOVEMENT.* Leland Cowan, *Astoria, Ore., Astoria H.S.: SNOW FUN.* Anthony Daboub, *Dallas, Tex., Jesuit H.S.: BOY AND FENCE.* Bruce Dale, *Cleveland, Ohio, St. Edward H.S.: MIDNIGHT TOWER.* Joseph De Capua, *East Orange, N. J., East Orange H.S.: ECSTASY.* Richard DeMonte, *Detroit, Mich., Edw. Denby H.S.: SOUS LE CAP.* Richard DeMonte, *Detroit, Mich., Edw. Denby H.S.: WAITING FOR HIS MASTER.* Thomas Ferguson, *Lakewood, Ohio, St. Edward H.S.: FREE-SWINGING LEFT.* Sandra Fuller, *Chicago, Ill., Chicago Vocational H.S.: WHAT'S MY LINE.* V. G. Hammock, *San Carlos, Calif., Carlmont H.S.: HAMBURGER STAND.* Jacquie Hancock, *Bloomington, Ind., Bloomington H.S.: SINGING PINES.* James A. Herbert, *Wickford, R.I., North Kingston H.S.: RAINY DAY.* Torrey Jackson, *Marblehead, Mass., Chauncy Hall:*

ELIMINATE EYESTRAIN

NEW AO EXECUTIVE

with Exclusive RESTLITE FILTER puts greater comfort and pleasure in slide viewing — eliminates eyestrain

Direct from the Research Laboratories of American Optical comes the greatest advancement in slide viewing — exclusive AO Restlite Filter. No more complete black-out during slide changes. Instead, the new Restlite Filter produces a uniform light scientifically selected for intensity and color to provide "Balanced Vision" during slide changes.

The fabulous new AO Executive is years ahead in styling, engineering, and performance. All new optical system produces brighter pictures than ever before. Condensing system can be easily removed for easy cleaning. New universal low cost slide tray holds 40 glass *or* cardboard mounted slides. New Unitized panel board places all controls at the operator's fingertips.

Your friends will all sit up and take notice when you project your slides with the new AO EXECUTIVE.
Stop in and see it at your favorite store as soon as you can.

OLD WAY

Frequent changes from brightness to black-out to brightness cause eyestrain.

PICTURE BLACK-OUT PICTURE

NEW SCIENTIFIC WAY

Increases viewing pleasure and comfort by uniform light between slides — eliminates eyestrain.

PICTURE RESTLITE FILTER PICTURE

300 WATT
$77.50
with case

500 WATT
$84.50
with case

American Optical
CHELSEA, MASS.

BETTER PICTURES
faster...easier

Voigtländer
VITESSA "L" *Automatic 35mm Camera*

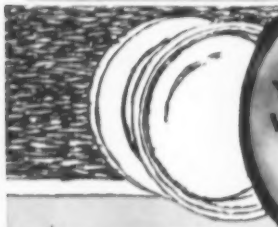
- Built-in Exposure Meter
- Automatic Picture Mechanism
- Light-Value Synchro-Compur Shutter
- Voigtländer High-Efficiency Lens

Nothing to it to get better pictures . . . easier! Simply press the "magic levers" and you can take up to 36 pictures, and never move the VITESSA away from your eye. No double exposures, no lost or spoiled pictures, no wasted film. And the especially computed fast Voigtlander lenses guarantee best color and black-and-white results. *Made in Western Germany . . . With German Accuracy and Care*

VITESSA "L" . . . with Voigtlander Ultron f/2 lens, flash synchronized for speeds to 1/500th. Priced in United States and Canada, $159.50. With Voigtlander Color-Skopar f/2.8 lens, $139.50. Ever-ready Case, $10.50.

Voigtländer *because the lens is so good*

See Voigtlander Cameras and Lenses at Your Camera Store, or write to VOIGTLANDER DIVISION, 110 West 32nd Street, New York 1, N. Y., or 345 Adelaide Street West, Toronto 2B, Dept. VP-4



DON'T HANDICAP YOUR FINE LENS WITH A "CHEAP" FILTER . . .
for true economy, use only the best . . .

Tiffen®
HI-TRANS® Screw-In Filters

Finest ground and polished optical glass. Thermo-bonded and mounted in screw-in COLORIM (the rim shows the color). Remains on camera with case closed. Lifetime Guaranteed!

Tiffen® Special
LENS SHADES

Special shade slips over screw-in filters, protects against glare, and light bounce. Precision-machined, handsomely finished, scientifically contoured.

Tiffen®
Screw-in
LENS CAPS

Screws into camera lens, or front of screw-in filter, to protect against dust, scratches, fingerprints. Precision threaded fit.

Fits all popular camera lenses, including:

Kodak Stereo
Hasselblad
Argus C, C2, C3, 50mm f3.5
Signet "35", 44mm f3.5
Cine Ektar, 25mm f1.9
Contaflex, Tessar f2.8
Auto Rolleiflex f3.5
Vitessa Ultron 50mm f2
Sonnar 50mm f1.5
Westanar Auto-Diaphragm 50mm f2.8
Leica Summicron 50mm f2
Rolleiflex 2.8C, Xenotar f2.8
Voigtlander Prominent 50mm f2
Argus C4
Schneider Xenon Auto. 50mm f1.9
Sonnar 50mm f2
Pre-Set Biotar 58mm f2
Summitar 50mm f2
Retina II, IIA, IIB, 50mm f2, f2.8
Retina IB, IIC, IIIC 50mm f2.8
Summarit 50mm f1.5

. . . and many, many more! SEE YOUR DEALER TODAY!
Write for FREE Tiffen Catalog of over 2300 Accessories

TIFFEN MARKETING CO., Roslyn Heights, L. I., N. Y.

In Canada: ANGLOPHOTO, LTD., TORONTO, VANCOUVER, MONTREAL

COMMON TERN. Stephen L. Jacobs, *Spokane, Wash., Havermal Junior H.S.: MOOD IN STILL LIFE.* Ronnie James, *Central Lake, Mich., Central Lake P.S.: SPRAY.* Sid Kaplan, *New York, N. Y., School of Industrial Arts: THE TRAP.* Sid Kaplan, *New York, N. Y., School of Industrial Arts: CITY PLAY STREET.* Don Lauritzen, *Los Angeles, Calif., Alexander Hamilton H.S.: NANA.* Ed Leidel, Jr., *Fox Point, Wis., Shorewood H.S.: WATER STUDY.* Carlos Ray Lette, *Oklahoma City, Okla., Central H.S.: NIGHT LIGHT.* Roger S. Lloyd, Jr., *River Forest, Ill., Oak Park & River Forest H.S.: AND SHE SAID NO.* John Blair McGinnis, *Columbus, Ind., Columbus H.S.: NASSAU WAIF.* Mike Moore, *Kansas City, Mo., Paseo H.S.: JUNIOR DORSEY.* Lee Purcell, *Long Beach, Ind., Isaac C. Elston H.S.: FIRST YEAR LATIN.* Sigmar Regius, *Grosse Pointe, Mich., Grosse Pointe H.S.: UP AND OVER.* Ed. Robinson, *Estherville, Iowa, Estherville, H.S.: FIRST LOVE.* Roy W. Robinson, *St. Louis, Mo., St. Louis Union H.S.: MIDNIGHT.* Mike Roskin, *Canoga Park, Calif., North Hollywood H.S.: DEBBIE.* Tom Sajkovic, *Philadelphia, Pa., Temple Un. H.S.: IN MY BACKYARD.* David Schoenthaler, *Trenton, N. J., Trenton Central H.S.: HAPPY WANDERER.* Paul Schultz, *Chicago, Ill., Univ. of Chicago H.S.: NOT YET A CAT.* Larry Segal, *Los Angeles, Calif., Alexander Hamilton H.S.: RAKE.* Marvin Silver, *Los Angeles, Calif., Alexander Hamilton H.S.: GOSSIP.* Drusilla Simms, *Jerseyville, Ill., Jerseyville Community H.S.: MATRIARCH.* Joanna K. Specht, *Pacific Palisades, Calif., University H.S.: OH!* Richard C. Stevenson, *Philadelphia, Pa., Germantown Friends School: GO!* Perry Suconick, *Valley Stream, N. Y., Central H.S.: STROLLERS.* J. Frederic Sway, *Cincinnati, Ohio, Woodward H.S.: CIRCUS.* Bruce Tune, *Los Angeles, Calif., Alexander Hamilton H.S.: BALCONY.* Robert Turner, *Elmont, N.Y., Sewanhaka H.S.: KARAN.* Richard Voikin, *Detroit, Mich., Mackenzie H.S.: CURVES.* Roman L. Weil, Jr., *Montgomery, Ala., Sidney Lanier H.S.: MAKEUP.* Tom Whitney, *South Burlington, Vt., Burlington, H.S.: JACK WEBSTER.* Dan Young, *Sacatan, Ariz., Casa Grande Union H.S.: ART CLASS.*

50 prizes subscriptions to POPULAR PHOTOGRAPHY

Plus Certificate of Merit

Ted Ansbacher, *Burlington, Vt., Deerfield Academy VILLEFRANCHE.* Alex Balian, *Los Angeles, Calif., Alexander Hamilton H.S.: THE DREAMER.* Mitchell Bloomfield, *Canton, Ohio, McKinley H.S.: POKER FACES.* Steve Bodnar, *Lincoln Park, Mich., Lincoln Park H.S.: DANGEROUS ASSIGNMENT.* Bob Bowman, *Gainesville, Fla., P. K. Yonge Lab School: PRIVATE EYE.* Robert D. Brown, *Los Angeles, Calif., Alexander Hamilton H.S.: ONE, TWO, THREE, GO!* Joe R. Cesare, *Tucson, Ariz., Tucson H.S.: FLOWERS ARE SWEET.* Claiborne Cordle, *Greensboro, N.C., Greensboro Senior H.S.: STORMY.* Glenn Daily, *Miami Springs, Fla., Miami Tech. H.S.: TENT-PEG AND ROPE.* Bruce Dale, *Cleveland, Ohio, St. Edward H.S.: TACKLE.* Joseph D. Capua, *East Orange, N.J., East Orange H.S.: SUNNY SIDE OF THE STREET.* Kent De Kroff, *North Hollywood, Calif., North Hollywood H.S.: MOON,*

EVERYTHING IN PHOTOGRAPHY

ABE COHEN'S EXCHANGE

MID-SUMMER CLEARANCE SALE!

BUY FOR CASH AND ENJOY FABULOUS SAVINGS

Terrific Values!

SAVE 25% TO 35% NOW!

BIGGEST TRADE-IN ALLOWANCE!

3 Great New Praktiflex Values!

35mm SINGLE LENS REFLEX CAMERAS
LATEST MODELS—FACTORY GUARANTEED

PRAKTIFLEX "FX" AUTOMATIC WITH 50mm ZEISS TESSAR F2.8 PRESET LENS — List 139.50 — **77.95**
Focal Plane Shutter, Built-in Synchro for Flash or Strobe. Speeds to 1/500. Coupled Automatic Film Transport and Shutter Cocking.

PRAKTIFLEX "FX" AUTOMATIC WITH 50mm PRIMOPLAN F1.9 PRESET LENS — List 139.50 — **85.95**

PRAKTIFLEX "FX" AUTOMATIC WITH 50mm AUTOMATIC WESTANAR F2.8 LENS — List 139.50 — **88.95**

Praktiflex Accessories

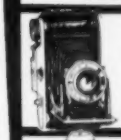
Prismatic Eye Level Finders. List 42.50	14.50
Eveready Carrying Case. List 10.50	8.50
Microscope Adapter. List 17.50	12.95
Bellows Extension. List 24.50	14.95

For Praktica, Pentacon & Contax S-D

35mm Lithagon, F4.5 Preset W.A. Lens	49.50
85mm Travenar, F2.8 Automatic Lens	54.50
90mm Sun, F4. Lens, List 49.50	17.50
100mm Westanar, F4.5 Lens	19.95
135mm Travenar, F3.5 Automatic Lens	49.50
180mm Tele-Picon, F5.5 Preset Lens	47.50

EXA AUTOMATIC 35mm OUTFIT
SINGLE LENS REFLEX WITH 2 LENSES
- Carl Zeiss F2.8 Lens and 100mm Westar F4.5 Telephoto Lens.
- FX Synchro Flash Shutter
- Speeds to 1/150

List 173.70 — **99.50**
Eveready Carrying Case. List 10.00 . . . 8.50



VOIGTLANDER BESSA I
- Skopar F3.5 Coated Lens
- Compur Rapid Synchro Shutter • Speeds to 1/400
- Film Size 2¼x3¼

List 94.95 — **42.95**
8.50 Leather Case 6.75

SOLIGOR TELEPHOTO LENS FOR POPULAR ARGUS C-3 CAMERA
- 135mm True Telephoto 5-Element F4.5 Lens
- Operates Directly with Focusing Range Finder

Value 75.00 — **49.95**

NEW GERMAN EXCELSIOR POCKET TRIPODS
Lightweight, Flat, Compact. Deero-Aluminum Inner Tubes, Alum. Eloxed Outer Tubes. Black Ribbed Permanent Coating.
Model 7L-7 Sections, Closed 9½", Extended 46" 5.95
Model 10L-10 Sections, Closed 8", Extended 46" 6.95

KEYSTONE
Lifetime Guaranteed
8mm Movie Camera
List Price 59.95 — **34.95**
- F2.8 Coated Lens
- 3-Speeds
- Footage Indicator
- Drop-In Load
- Self-Movie Running Lock
- Brilliant Optical Viewfinder
- New 1955 Model K-36, Disc.

KEYSTONE
Lifetime Guaranteed
8mm Projector
Orig. List 112.45 — **69.95**
- 500 Watts
- F1.6 Lens
- 400-Ft. Reel Capacity
- Blower Cooled
- Fast Rewind
- Power Titler
- AC-DC Motor
- Complete with Case

disc model — R88C

RADIANT TRIPOD SCREENS!

30x40 List 14.95	8.95	37x50 List 19.75	12.95
40x40 List 16.95	9.95	50x50 List 22.50	14.95

SOLIGOR SINGLE LENS AUTOMATIC REFLEX
- Color Corrected F3.5 Lens, Pre-Set Diaphragm
- Focal Plane Shutter • Speeds to 1/500 • Synchro for Flash or Strobe
- Magnifier • Sports Finder • Depth of Field Scale
- Automatic Shutter Cocking & Film Transport
- Double Exposure Preventer • Interchangeable Lenses • 2¼ x 2¼ Roll Film

Value 99.95 — **79.95**
Case 8.95

SOLIGOR TWIN LENS REFLEX
F3.5 Coated Lenses, FX Flash Synchro, Speeds to 1/300, Prism Range Finder, Built-in Body P.C., Geared Coupled Focusing Lever. Film Size 2¼ x 2¼. — Val. 60.00 — **29.50**
Eveready Carry Case . . . 5.95

SOLIGOR II TWIN LENS REFLEX
F3.5 Coated Lenses, Large Knob Body Focusing. Other Features as Model I. — Val. 75.00 — **39.50**
Eveready Carry Case . . . 6.50

SOLIGOR III TWIN LENS REFLEX
Semi Automatic! F3.5 Coated Lenses. Self Timer. Features as Model I. — Val. 125.00 — **49.50**

EXAKTA VX 35mm AUTOMATIC
SINGLE LENS REFLEX AUTO. F2.8 WESTANAR LENS
- Fully Automatic Lens
- Waist Level Finder
- Focal Plane Shutter
- Speeds to 1/1000
- Synchro for Flash or Strobe
- Rapid Film Transport and Shutter Cocking

List 249.50 — **179.50**

EXAKTA ACCESSORIES AT SAVINGS

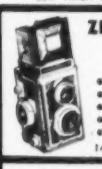
Penta Prism Range Finder & Case.	29.50
Eveready Carrying Case. List 12.50	10.00
Extension Tube. List 24.50	8.95
Bellows Extension. List 24.50	14.95

Coated Lenses for Kine Exaktas

85mm Travenar, F2.8 Automatic Lens	54.50
135mm Travenar, F4.5 Lens	32.50
135mm Travenar, F3.5 Automatic Lens	49.50
180mm Tele-Picon, F5.5 Preset Lens	47.50
250mm Tele-Picon, F5.5 Preset Lens	79.50

Exakta VX Automatic with Zeiss F2.8 Pre-set Lens, Penta Prism Range Finder. List 335.00	199.50
Exakta VX Automatic with Zeiss Biotar F2. Pre-Set Lens, W. L. F. List Price 335.00	199.50
Exakta VX Automatic with Zeiss Biotar F2. Lens, Penta Prism Range Finder. List 400.00	239.00
Exakta VX Automatic with Angenieux F1.5 Lens, Penta Prism Range Finder. List 400.00	249.50

Nationally Famous
RIVIERA 1422
2¼x2¼ Reflex
SLIDE PROJECTOR
5" Wollensak F3.5 Lens, 300 Watt, Blower Cooled. Brightest & Coolest by Test! 35mm Bantam & Single Frame Stereo Can be Projected. No Optic Changes necessary. Complete with Case. — List 69.45 — **47.50**
3.95 Extra 35mm Manual Carrier . . . 2.95
44.90 Airequipt Changer w/ Fully Auto. Remote Control for Riviera or any Slide Projector . . . 29.95



ZEISS IKON IKOFLEX CAMERA
TWIN LENS REFLEX WITH CARL ZEISS TESSAR F3.5 LENS
- Prontor SV-XM Synchro
- Automatic Film Winding
- Eye Level Sports Finder
- Double Safety Locking
- Speeds to 1/300 • 2¼ x 2¼

List $116. — **72.00** — Brand New!
14.00 Eveready Carrying Case 9.50

NEW GERMAN "WELTI" 35mm
Small Folding Pocket Size
- Carl Zeiss Tessar F3.5 Lens in Compur Synchro Shutter
- Speeds to 1/500
- Double Exposure Preventor • Body Release

List 79.50 — **37.50**

GOLDE CHROMATIC SLIDE PROJECTOR
Reg. Price 68.90 — **39.50**
Latest Model 1054
2 x 2 Slide Projector with SLIDEX, the Truly Automatic Slide Changer! 4" F3.5 Coated Lens, 300 Watts. Complete with Carrying Case.

ANSCO VIKING FOLDING CAMERA
FOLDING CAMERA, F4.5 COATED LENS
- F4.5 Coated Lens
- Pronto Synchro Flash
- Speeds to 1/200
- Big 2¼ x 3¼ Pictures
- Folds Compactly

List 48.65 — **19.95**
9.95 Flash Unit . 6.50 9.95 Leather Case . 6.50

For 35mm Slide Users!

12 Trays for T.D.C. Selectron. All Metal Storage Case. Each Tray Holds 30 Slides. List 23.95	9.95
12 Trays for Revere Automatic. Wooden Storage Case. Each Tray Holds 36 Slides. List 28.50	13.95
8 Trays for Airequipt Magazine. Baja Storage Case. Each Tray Holds 36 Slides. List 22.95	16.95

ILOCA QUICK "A" 35mm
- Iltar Coated F3.5 Lens
- Double Exposure Preventer
- Vero-Flash Synchro Shutter
- Focusing Ring
- Speeds to 1/200

List 39.95 — **18.95**

MIRRORSCOPE REFLEX HOUSING FOR LEICAS
Imported! Penta Prism Eye Level Finder, Waist Level Magnifier, With Double Cable Release. — List 85.00 — **39.50**
Bellows Focusing Device . . . 14.95

BRAND NEW "DIAMOND" LEATHER GADG-IT BAG
#503. Finest Top Grain Oak Tan Cowhide Leather. Size 8½"x11"x6". Inside Partitions. Sturdy Hardware, Handle and Shoulder Strap. For Reflex and Small Press Cameras. — List Price 33.00 — **14.95**

NEW "ELITAR" MOVIE LENSES

In "D" Mounts For Most 8mm Cameras

6.5mm F1.9, W.A., Fixed. List 44.95	29.50
7mm F2.5, W.A., Fixed. List 29.95	19.95
1½" F3.2 Telephoto, Fixed. List 12.95	8.95
1½" F2.5 Telephoto, Focusing. List 26.95	17.95
1½" F1.9 Telephoto, Focusing. List 38.95	26.95
1½" F1.4 Telephoto, Focusing. List 49.95	29.95

In "C" Mounts For 16mm Cameras

15mm F1.9, W.A., Focusing. List 54.95	34.50
13mm F1.5, W.A., Focusing. List 89.95	62.95
3" F2.5 Telephoto, Focusing. List 42.50	27.95
3" F1.5 Telephoto, Focusing. List 99.95	69.50
3" F3.5 Telephoto, Focusing. List 32.50	22.50

NEW IMPORTED HIGH POWERED Prism Binoculars
Highest Quality "Megaphos" or "Selsi" for All Purposes

6x15 Ind. Focus	10.95	8x25 Ind. Focus	14.95
7x18 Ind. Focus	14.95	7x50 Ind. Focus	22.95
7x35 I.F. Zeiss Type	19.95	7x50 Cent. Focus	26.95
7x35 B&L Type C.F.	22.95	8x30 Cent. Focus	21.95
8x40 B&L Type C.F.	32.95		

Plus 10% F. E. Tax
All Binoculars Complete with Carrying Case

Brand New Value Sensation!
TWO-IN-ONE
SUPER ELECTRONIC FLASH UNIT

75.00 Value — **29.95** With 4 Batteries
Famous make! Latest development in photographic light source. Operates on 4 flashlight Batteries or from AC electric. NO FLASH BULBS TO BUY! Sealed lamp good for 10,000 flashes. Simple, easy to use. Perfect for color or black and white. Fully guaranteed. 3 lbs.

COIL SYNCHRO CORD
For most cameras, MX or X shutters. Specify shuttter type when ordering. — **2.45**

KODAK WIDE FIELD EKTAR COATED LENSES
80mm F6.3 Lens in Flash Supermatic Shutter. Speeds to 1/400. For 2¼ x 3¼ and 3¼ x 4¼. — Reg. $116 — **62.50** Like New!

KODACHROME AND COLOR FILM FOR MOVIES AND STILLS NOW PROCESSED HERE! MAIL ORDERS FILLED! PROMPT SERVICE!

All Equipment Sold With 15 Day FREE Trial, Full Money Back Guarantee When Ordering Add Estimated Shipping Costs. . . Overage, If Any, Will Be Refunded. C.O.D. Deposit Required with C.O.D. Orders. All Advertised Merchandise Subject to Prior Sale.

ABE COHEN'S EXCHANGE, INC

"THE HOUSE OF PHOTOGRAPHIC VALUES"

142 FULTON STREET • NEW YORK 38, N. Y.

STAR-D TRIPODS

STAR-D TRIPODS

The only tripods with all these exclusive features:

MULTI-CAM PLATFORM
makes one tripod fit all sizes of still and movie cameras.

SWING-OVER ACTION
Change from horizontal to vertical picture format instantly.

SYNCHRO-LOCK LIFTING MECHANISM
can never drop your camera.

NYLON GEARS and GUIDES
Quiet . . . never need oiling.

FAMOUS SWING-TILT HEAD
with separate controls for pan and tilt action.

BRONZE LEG BUSHINGS
Tri-Pressure type with built-in leg-spread arresters.

GRIPTITE LEG-LOCKS

4 MODELS TO CHOOSE FROM

LIFETIME GUARANTEE
Send for Free Booklet

DAVIDSON MANUFACTURING CO.
2223 Ramona Blvd., West Covina, California

SOUTHERN SECT. Charles G. DelVecchio, *Washington, D.C., Gonzaga H.S.: SMOKE RING.* Richard DeMonte, *Detroit, Mich., Edw. Denby H.S.: CITY SCENE.* Richard DeMonte, *Detroit, Mich., Edw. Denby H.S.: URBAN CHILD.* Russell Dimond, *Englewood, N.J., Englewood H.S.: N.J. BELLE.* Cathleen Duda, *Los Angeles, Calif., Woodrow Wilson H.S.: MELTING TREAT.* Adolph Diaz, *Deming, N.M., Deming H.S.: LAST BREATH.* Dorothea Edgington, *Sioux Falls, S.D., Washington H.S.: YEA, TEAM!* Alan Fenske, *Omak, Wash., Omak Copple H. S.: RELAY.* Sandra Fuller, *Chicago, Ill., Chicago Vocational H.S.: EARLY STARTER.* George Gerstman, *Forest Hills, N.Y., Forest Hills H.S.: CITY BIRDS.* Michael Gottlieb, *Harrison, N.Y., Harrison H.S.: TWILIGHT ON THE SEINE.* Robert A. Graham, *Tucson, Ariz., Tucson H.S.: FIRST AND TEN.* Nicholas Gulling, *Rancho Sante Fe, Calif., San Dieguito Union H.S.: BIRTHDAY PARTY.* James A. Herbert, *Wickford, R.I., North Kingston H.S.: ROUSTABOUTS.* Stan Himelhock, *Tucson, Ariz., Tucson H.S.: NIGHTFALL.* Calvin Ingram, *Ottawa, Ill., Ottawa Township H.S.: SPARTAN STRETCH.* Torrey Jackson, *Marblehead, Mass., Chauncy Hall: BLACK-CROWNED NIGHT HERONS.* Alan Kalker, *Scarsdale, N.Y., Scarsdale H.S.: I WAS FRAMED!* David L. King, *Phoenix, Ariz., Sunnyslope H.S.: THE BRIDE.* Ed Leidel, Jr., *Fox Point, Wis., Shorewood H.S.: MORNING.* Gary Larsen, *Vancouver, Wash., Hudson Bay H.S.: ROSE.* Earl Long, *Roxboro, N.C., Roxboro H.S.: HUG FOR A NEW FRIEND.* Bill Lorton, *Jerseyville, Ill., Jerseyville Community H.S.: FALL FANTASY.* Jim McCall, *Chicago, Ill., Amundsen H.S.: DELUGE.* John McLeod, *Lawndale, Calif., Luezinger H.S.: FAMILY REUNION.* Michael Manheim, *Alliance, Ohio, Alliance H.S.: VIOLINIST.* Michael Manheim, *Alliance, Ohio, Alliance H.S.: IN THE MORNING.* Johnny Moore, *Orange, Calif., Orange H.S.: T. FIGUEROA.* Michael Pochna, *Stamford, Conn., Deerfield Academy: PORTRAIT.* Mac Rowler *Clovis, N.M., Clovis H.S.: LAY-UP.* David Schoenthaler, *Trenton, N.J., Trenton Junior H.S.: WEARY HIKERS.* Bill Sullivan, *San Mateo, Calif., San Mateo H.S.: GOLFER AT DUSK.* J. Frederic Sway, *Cincinnati, Ohio, Woodward H.S.: LUNCH HOUR.* Wes Taft, *Portland, Ore., Grant H.S.: RAIN DROPS.* Tom Whitney, *South Burlington, Vt., Burlington H.S.: VERMONT LIFE.* Katherine Wilson, *Oakland, Calif., McCheseny H.S.: RIDING HIGH.* Dan Young, *Sacatan, Ariz., Casa Grande Union H.S.: LOADING.* Lynn Zornes, *El Cajon, Calif.; El Cajon Valley H.S.: STILL LIFE.*—▶

MEET THE WINNERS

Marvin Silver, 18, who won first prize of $1000 for "Indian Mother," has been an amateur photographer for the past four years. The winning picture was made on a market day in Patzcuaro, Mexico, during his visit there in the summer of 1955. Besides the Nikon S-2 with which he made this picture, Marvin also works with a Rolleiflex.

Marvin Silver

He has since been graduated from Alexander Hamilton H.S. in Los Angeles, Calif., and is attending Santa Monica City College. After Marvin completes his education he hopes to become a photojournalist on "a large magazine." This young photographer has won awards in several other national competitions including Scholastic-Ansco Photography Awards and the National High School Photographic Awards, sponsored by Eastman Kodak Company. His background in photography includes work he has done as photo editor of his classbook and as a member of the school camera club.

"Brothers" was made by second-prize winner Ronnie James of Central Lake, Mich. He is now 18 and has been taking pictures since he was 13 when he worked with a box camera along with one of his young friends. Their interest was spurred by a neighbor who offered to make 8x10 prints for the boy who could produce the better negative. Ronnie is not sure which boy won, but his photographic ambitions have grown since then. Most of his instruction has come from photographic magazines and books. He is kept busy by this hobby and by his 4-H activities at the Central Lake School. This winter Ronnie took three prizes in the Boys' Life Photo Contest.

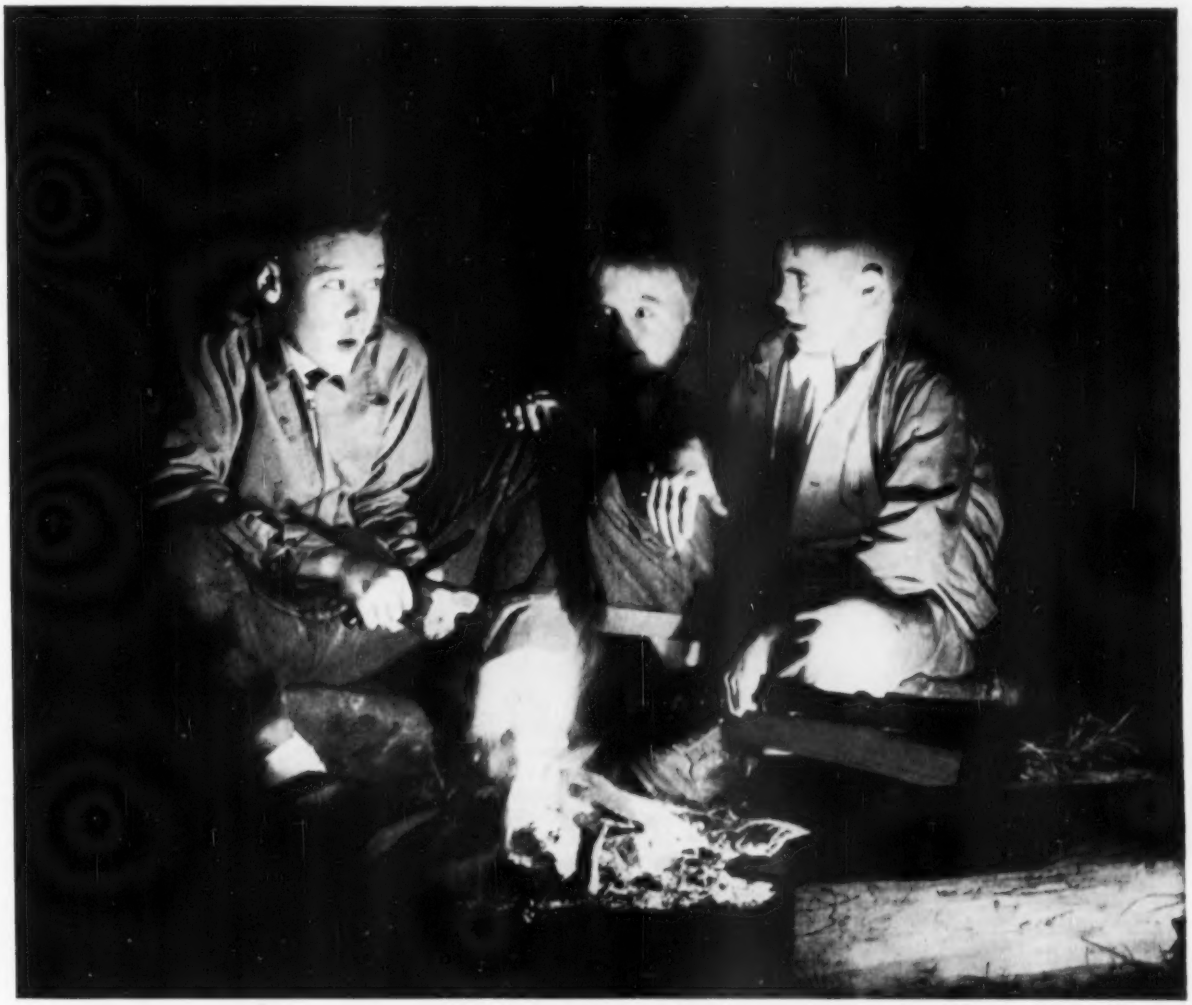
Ronnie James

When his little sister started to count her toes, Joseph De Capua of East Orange, N. J., took her picture and that's how our third prize-winner "Exploring" came about. He used a bounce flash, a technique he learned from POPULAR PHOTOGRAPHY. Now 15 years old, this young amateur became interested in photography when he was about 10. His pictures have appeared in his high-school newspaper and in the *Newark Evening News*, a local New Jersey newspaper. His growing collection of awards include one from the National High School Photographic Awards sponsored by Eastman Kodak Company and another from the *Newark Evening News*. Joseph used a Ricohflex for "Exploring" and often uses a Speed Graphic.

J. De Capua

Robert D. Brown, 17, has won local awards in the Los Angeles area, but POPULAR PHOTOGRAPHY High School Photo Contest is the first national competition in which he was judged a top winner for "Teddy II." His interest in photography started three years ago and during this comparatively short time he has

Robert Brown



—by David Corson, from Devaney, with two Sylvania Press 25's at *f*/8 and 1/25

For pictures that tell a story
. . . Sylvania Flashbulbs!

You can almost hear their teeth chatter as they tell of ghosts and ghouls! A couple of Sylvania flashbulbs caught the mood with just the right light at the right moment.

Manufactured with the most exacting precision . . . fitted with firm-seating bases for positive electrical contact . . . famous "Blue Dot" flashbulbs can be depended on to give perfect performance. No wonder Sylvania flashbulbs are first choice with amateurs and professionals alike! Always ask for Sylvania flashbulbs.

SYLVANIA ELECTRIC PRODUCTS INC., 1740 Broadway, New York 19, N. Y.
LIGHTING • RADIO • ELECTRONICS • TELEVISION • ATOMIC ENERGY

In Canada: Sylvania Electric (Canada) Ltd.
University Tower Bldg., Montreal

Look for the Blue Dot
. . . it pays off in finer flash pictures

SYLVANIA® outsells all other brands of flashbulbs combined!

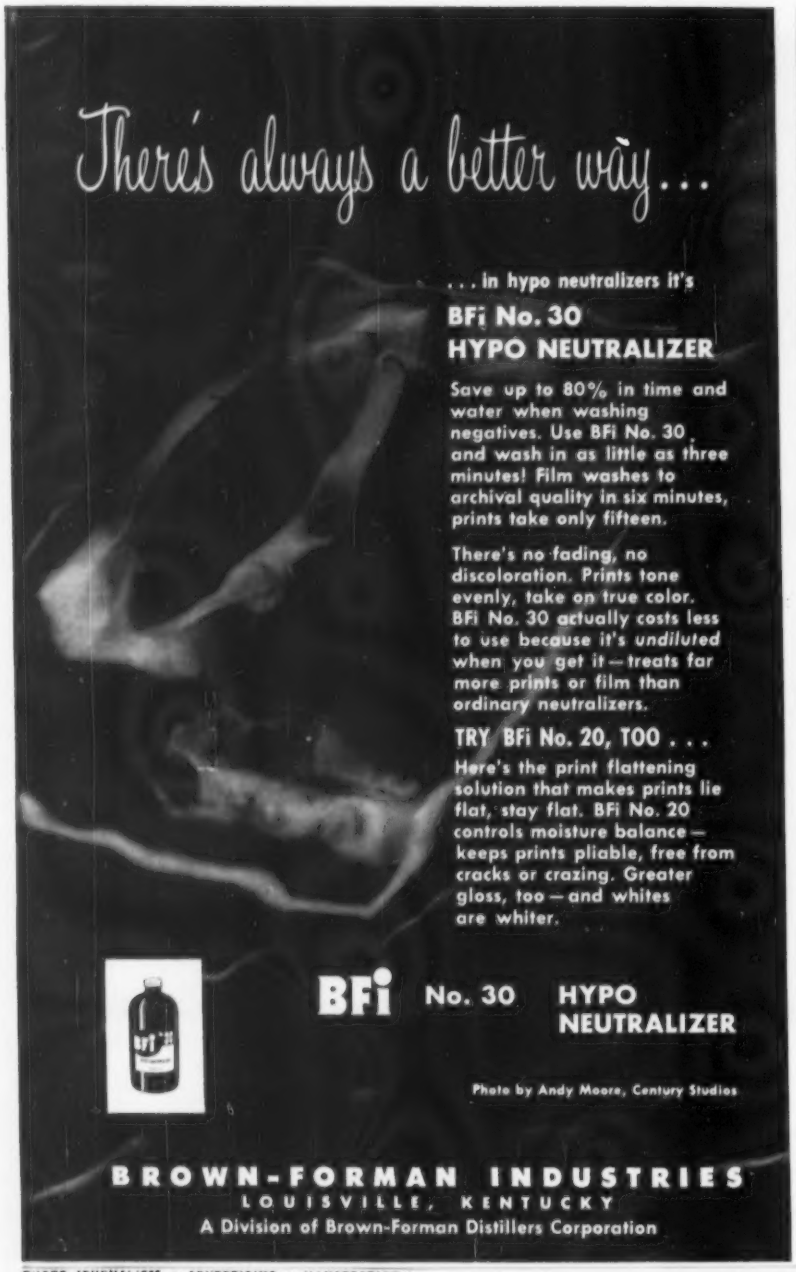


PHOTO JOURNALISM • ADVERTISING • ILLUSTRATION

GENERAL COMMERCIAL • ARCHITECTURAL • FASHION

Study with professionals in California...

Learn photographic techniques of advertising, journalism, science, fashion with practicing artists and photographers! Art Center's 4-year course includes general studies. Degree. Accredited. Coed. New terms Feb., June, September. Catalog. Write % Edward P. Adams, Director, 5353 W. 3rd St., Los Angeles 5, Calif.

THE ART CENTER SCHOOL

EDITORIAL PORTRAITURE • PHOTO LAYOUT • LIGHTING

COLOR TECHNIQUES • INDUSTRIAL ILLUSTRATION

We Have A
FREE GIFT
For you if you have an 8mm or 16mm MOVIE PROJECTOR. Send a dime to cover mailing and handling costs.
CINEMA PRODUCTS
BOX 101, PACOIMA, CALIF.

STUDY PHOTOGRAPHY

COMMERCIAL • PORTRAIT • ILLUSTRATIVE

Finest professional instruction and equipment. Training under G.I. Bill 550. Living accommodations secured for men. Attractive residence for girls. Enter Sept. 5 or Oct. 1. WRITE REGISTRAR, Room 147, 750 NORTH MICHIGAN AVENUE, CHICAGO 11.

RAY-VOGUE

studied photography at Alexander Hamilton, H. S., joined the Hamilton Camera Guild, and is a representative at the Southern California Council of Camera Clubs. He is now a student photo instructor at the high school and photo editor of his class-book.

Joe R. Cesare's winning "Behind the Wheel" was made in an automobile showroom in his home town, Tucson, Ariz. Joe has been an active amateur for the past three years and has served on the photographic staffs of his high-school magazine, newspaper, and yearbook. His pictures have won several national awards including a Scholastic-Ansco Photography Award and a National High School Photographic Award from Eastman Kodak Company. At present he is serving as a student assistant in the photography course at night school. He plans to attend college where he will continue to study photography.

Joe R. Cesare

Sandra Fuller, 15, is an honor-roll student at Chicago Vocational High School; she won $100 with "My Pierre." She has been taking pictures for about two years and considers herself strictly an amateur with no plans to make photography her profession. Sandra prefers to work with subjects she knows and concentrates on her family, friends, pets, and familiar scenes in and about Chicago. Her growing interest in pictures has led her to a position on her high-school yearbook staff. Most of her pictures have been taken with a Speed Graphic. POPULAR PHOTOGRAPHY High School Photo Contest is the first national competition in which she was a winner.

Sandra Fuller

Sid Kaplan, 17, who won with "War," considers himself an amateur "at present." This young photographer's work has appeared in POPULAR PHOTOGRAPHY, leading New York newspapers, and other magazines. He is a member of the Village Camera Club in New York and is a student at the School of Industrial Arts, a school which trains young people for careers in the graphic arts. He has won a total of 26 prizes in national photographic competitions and POPULAR PHOTOGRAPHY High School Photo Contest brings the total up to 29. At the moment Sid is doing some experiments with double-printing and high-contrast effects. After graduation this year he intends to begin his career as a photojournalist. He uses a Canon II and a Rolleicord III.

Sid Kaplan

Donald McClure, 18, of Redmond, Ore., has been a student apprentice at a local

(*Continued on page* 143)

PENN's GREAT PHOTO SHOW OF VALUES!

ADD LOW COST, PROFESSIONAL QUALITY SOUND

MAKE YOUR 8mm or 16mm **HOME MOVIES TALK!**

With the professional CINESONE sound outfit

Brand New! Latest Model! Exclusive with PENN

Sold Nationally at $199.75.

Only **$99.50**

COMPLETE CINESONE OUTFIT — includes recording head adapter, amplifier, speaker, microphone and carrying case.

Specify for 8mm or 16mm

- Converts to sound virtually every 8mm or 16mm projector using 300 ft. or larger reels.
- Recording head easily snaps on projector.
- Record as you project, on any soundstriped film.
- Record as you project, on any soundstriped film.
- Immediate playback of sound and picture.
- Fidelity as good as more expensive sound outfits.

Brochure on request. You may purchase Cinesone on time payments. Write for Penn's combination price on Cinesone plus a projector of your choice.

TRADE YOUR USED

For any one of these cameras Brand New! Latest Models!

	Nikon S2 f/1.4	Contax IIA f/2 Sonnar	Kino Exakta Auto f/2 Biot. Pentaprism RF	Alpa 7 Auto. f/1.8 Switar
Nikon S f/1.4	$143.	$143.	$179.	$238.
Leica III F-4/2 Summarit	143.	143.	179.	238.
Contax IIA-4/2 Sonnar	148.	148.	184.	241.
Canon IV $2 f/1.8	163.	163.	199.	256.
Leica III F-4/2 Summitar	133.	133.	169.	226.

	Retina IIIC	Contaflex I	Vitessa L f/2	Contaflex II
Argus C3, case, flash	$120.	$105.	$97.	$128.
Bolsey B2, case, flash	120.	105.	97.	128.
EK Signet	107.	92.	84.	115.
Kodak 35, RF	122.	107.	99.	130.
Retina IIA	80.	65.	57.	88.
Retina II	97.	82.	74.	105.
Argus C4, case, flash	107.	92.	84.	115.
Contessa	92.	77.	69.	100.

WRITE PENN FOR TOP TRADE-IN OFFER ON OTHER CAMERAS.

SAVE $29.00! BRAND NEW! Famous Make

2¼x2¼ PROJECTOR

- 300 W.
- Blower Cooled
- All metal 5" ctd. lens
- Also takes 2x2

Reg. $59.50

SPECIAL **$39.50**

Carrier for 2x2 slides ... $3.00
Case with above (Reg. 9.95) 7.50

Save $135.50! Brand New!

KINE EXAKTA VX

with Carl Zeiss f/2 Biotar Preset ctd. lens

Reg. $335.00

SPECIAL **$199.50**

With prismatic eye-level RF (Reg. $400.) Only $239.50

- Speeds from 12 sec. to 1/1000th
- Full synch., flash and strobe
- Import certificate and registration
- Cpld. film transport, automatic shutter cocking and frame counter

BRAND NEW! LATEST MODEL! **FLEXARET IIIa**

Total Value $124.50

with automatic Self-Timer — MXV Shutter

SPECIAL **$49.50**

COMPARES WITH OTHER FAMOUS MAKES COSTING UP TO 3 TIMES MORE!

FREE flash gun and eveready case

	FLEXARET $49.50	Camera G $74.50	Camera M $99.50	Camera R $134.50
f/3.5 ctd. 4-element lens	YES	NO	NO	YES
Full flash synch	YES	NO	YES	YES
Automatic film stop	YES	NO	YES	YES
Automatic self-timer	YES	NO	YES	YES
9 shutter speeds	YES	NO	YES	YES
Sports finder	YES	YES	YES	YES
Lightweight construction	YES	NO	NO	YES
Double safety lock back	YES	NO	NO	YES
Film transport crank	YES	NO	YES	NO

FRESH FILM

Factory Sealed
1957 Date
Prices are per roll
Specify Daylite or Indoor

EKTACHROME

High Speed ASA32
No Processing

†35mm x 20 exp.	$ 1.45
35mm x 100 ft.	31.25
★828 Bantam	.79
★120 or 620	.98

KODACHROME

Kodak Processing Included

†8mm roll (dble.)	$ 2.92
†8mm mag. (dble.)	3.82
†16mm x 100'	8.12
†16mm mag.	5.41
†*35mm x 20 exp.	1.45
†*35mm x 36 exp.	1.98
★*828 Bantam	.79
Bolex 8mm x 100'	10.70

KODACOLOR*

Universal for Day. & Flash

★127	.90
★120-620	.98
†116-616	1.48
★828 Bantam	.79

† Minimum Order - 3 rolls
★ Minimum Order - 6 rolls
* Processing Not Included
Penn has ANSCOCHROME, too!

BRAND NEW! SAVE $82.00

FAMOUS MAKE 35mm Single Lens REFLEX

- 9 speeds
- Reflex finder
- Auto. shutter cocking and film transport
- Full flash synch.
- Strobe synch.

with ctd. f/2.8 preset Tessar or ctd. f/1.9 preset Mayer

List $151.50
Compl. w/case only **$69.50**

STEWARTRY

Copy Attachment

- Precision lens support
- Interchanges ground glass assembly with camera body • Provides accurate focus • Accommodates Leica-threaded ext. tubes

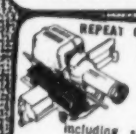
SPECIAL **$7.95**

Specify Leica, Contax, Nikon form for above $4.95

REPEAT OF A SELL-OUT! SAVE $27.50! BRAND NEW!

2x2 VIEWLEX PROJECTOR

with Change-O-Matic



- 300W • Fan cooled • 5" ctd. lens
- Takes all 2x2 slides in any mount or binder, intermixed too!

including slide tray Reg. $67. SPECIAL **$39.50**

Case with above (Reg. $16.00) .. $8.50
Additional trays ..... 3 for 2.40

HEADQUARTERS FOR ELECTRONIC FLASH!

PENN guarantees this is a FAMOUS MAKE

ELECTRONIC FLASH

Brand New! Latest Model! Save 33⅓%!

- Add new life to outdoor shots
- "Miracle Prism" Reflector
- Guide numbers: Color 50-70, B & W 220-300
- Complete with batteries and cord
- Costs you less than ½¢ per picture

Advertised and sold nationally for $89.50

only **$59.50**

	Reg.	Special
Side lite Attachment	$37.50	$27.50
Photo Cell	17.50	12.50
Bracket for most cameras	....	2.95

(specify camera)

SPECIAL PURCHASE Exclusive with PENN

Hershey ELECTRONIC FLASH

Brand New! Sun-Lite "Flash Saver"
Complete with Sunflector, cord and bracket. A.C.
List price $39.95.
Specify camera
You save over 35%

ONLY **$24.95**

ADAPT-A-ROLL

- 620 roll film adapter
- For press cameras 2¼x3¼, 3¼x4¼, 4x5)
- Makes 2¼x3¼ & 2¼x2¼ exposures

Special price
Reg. $29.95 **$23.95**
Specify camera size

BRAND NEW! 1956 MODELS!

PENTRON portable TAPE RECORDERS

- Play in any position
- Hi Fidelity
- 2-speed, 2-hour operation

PENN'S NEW LOW PRICES

MODEL	LIST	SPECIAL
Clipper "RWN"	$139.95	$109.50
Pacemaker "T-90"	199.95	149.50
Emperor "HF400"	249.50	187.50

Famous Make

RECORDING TAPE

5" Reel • 600 ft.
LIST 6.75 — SPECIAL per 3 4.49

7" Reel • 1200 ft.
LIST 10.50 — SPECIAL per 3 6.99

Brand New! Latest Model!

TRIPODS

	Reg.	SPECIAL
Quick-Set 3-section Elevator Tripod (Twist to pan or tilt)	$29.95	$18.49
Polo Tripod with Pan Head	21.85	7.49

Brand New! Imported!

PRISM BINOCULARS

- Light weight precision made
- 1-hand central focusing
- Coated optics
- With leather case

	SPECIAL
8x30	$18.75
7x35	21.95
7x50	23.75
10x50	28.50
16x50	30.95
20x50	37.50

Add 10% F.E. Tax

SAVE 39% #5 AND #25 (Specify)

FLASHBULBS

Case of 120 • Reg. $14.40

SPECIAL **$8.75**

Standard Double

CUT FILM HOLDER

Fits all Graphics and other cameras with standard press-type spring backs.

	Reg.	SPEC.
2¼x3¼	$ 3.85	$ 2.79
3¼x4¼	3.99	2.89
4x5	4.12	2.99
5x7	4.71	3.39
*8x10	13.00	10.40

Minimum Order — 3
*No Minimum Required

BRAND NEW! Famous Make

TRIPOD SCREENS

- Sturdy, Portable
- Crystal glass beaded
- FREE! Plastic dust cover

30"x40"	40"x40"	50"x50"
$7.95	$9.55	$12.50

MAIL ORDERS filled promptly

Please estimate and add shipping and insurance costs. We'll refund every penny not used. For C.O.D., include 10% deposit.

Write to Penn for more data on any item in this ad or on anything photographic. All equipment carries a 15-day money-back trial and Penn's 1-year service guarantee.

Penn Camera

Dept. P-756

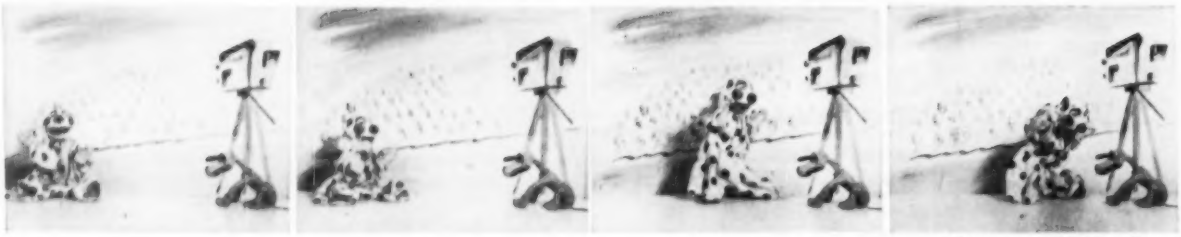
Tel. LOngacre 4-2230 • 126 W. 32nd St., New York 1, N. Y.

TRY YOUR HAND AT

ANIMATION

By ROGER TILTON

Live-action film



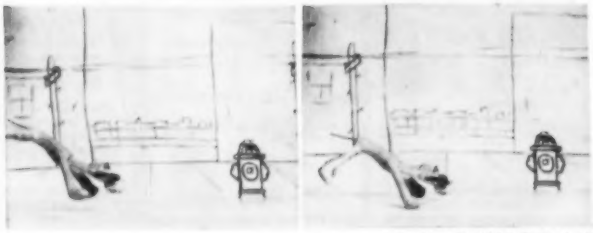
Photographs by Harvey Shaman

IF YOUR ideas are bigger than your budget, here's a way to get actors, sets, and costumes at your beck and call, ready to perform the impossible. Using this simple way to make hand puppets, and a little ingenuity, you will be able to create a world of make-believe on your own home-movie screen, and all for the price of a little paper, paint, and a few evenings of fun. If you don't want to make puppets you can buy them at most any toy or department store.

An easy way to add excitement to your program is to make a puppet or toy film. There's a whole new world of movie-

Flexible toy like *Pluto* the dog, (a Walt Disney character toy made by Bayshore Industries, Elkton, Md.) can be used with stop-motion for animated film. Bend toy into positions and use single-frame-exposure device or tap shutter lightly for single exposure. Here, dog is placed on strings so he could be lifted.

Stop-motion film

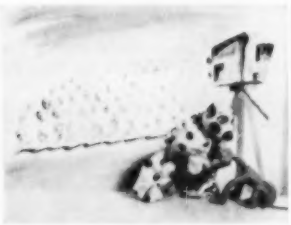


Hand-made flat paper puppet can be made to jump around on your screen through stop-motion. Cardboard and grommets are used in making puppet. See rear view above.

movie section

Part 2.

This is the last of a two-part series



You can get live-action animation by using puppets. For this series (left) a hand-made puppet was maneuvered from below a stage. Camera was set at 16 frames per second, and moved in for close-up position.

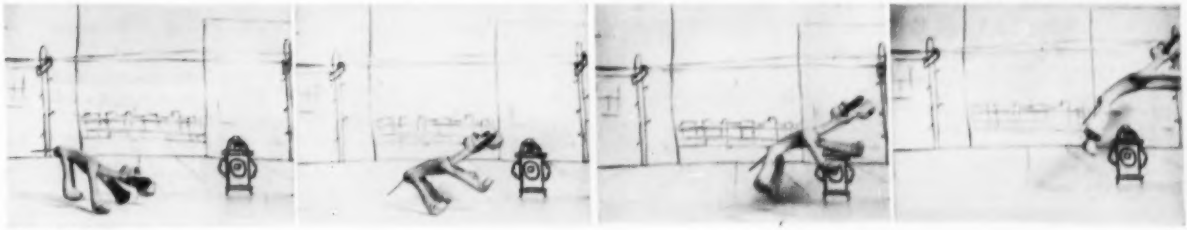
making magic waiting to be discovered in that little-used corner of the attic or garage. Here you can command casts of thousands and vistas of snow-clad mountains, limited only by the scope of your imagination, if you create them in miniature first, remembering that on the screen they will be blown up to whatever scale you visualized in the filming.

The easiest way to begin is to put the artists of your family and friends to work making your cast and scenery. First, you will need to make your puppet or toy hero, heroine, and a villain or two by modeling papier-maché heads and then sewing hand-puppet costumes on them.

To make each head, coat a 100-watt light bulb with grease and then cover it with strips of newspaper soaked in a solution of flour-and-water paste. Build up the coating of paper until it is at least 1/8" thick, leaving the very bottom open. Add the features by modeling the nose, chin, eyebrows, and ears out of kneaded, clay-like papier-maché. When the head has dried, slit the paper shell down the back and spread the two halves until the light bulb can be slipped out. Then close the slit with a few new strips of paper. Finish the head by painting with flat poster colors, adding hair, if you wish, by pasting on bits of yarn. During the filming later, expressions can be changed and a smile can replace a frown, if a piece of red yarn is used for the mouth, rubber cementing it down only temporarily for each change of expression.

Meanwhile, the costume department can be sewing long, mitt-like blouses to go over the hand, with sleeves for the thumb and middle finger and an opening in the neck for the puppet head, which is operated by the index finger. Sew and glue the costume to the neck

Pluto © Walt Disney Productions



thrifty camera buys at Haber & Fink

BRAND NEW 1956 CONSOL MODEL
W/ 58mm CZ f2 Preset Lens
SPECIAL 114.95
Everoady Case 9.95

FLEXARET IIIa
Fully Synchronized Prontor SVS Shutter
• 2¼ x 2¼ Reflex Camera
• Automatic Film Transport
FREE CARRYING CASE AND FLASH GUN
BRAND NEW 49.50
Reg. 109.50

ULTRABLITZ MATADOR
BRAND NEW 59.50

Weighs only 5 lbs. Guide 75 to 85. 4V storage battery (120W sec). Lifetime Flash Tube battery rechargeable. Reg. 90.00 (Incl. Battery)
Fully Guaranteed for One Year!
Reg. 34.95 Side Light Extension Bolt Special 32.50

SUPER SALE OF SAVINGS!
Used ARGUS C 3 CAMERA
• Carrying Case • Coated Lens
• Coupled Rangefinder Reg. 59.00
— PLUS —

BRAND NEW
BRAUN PERMAFLASH
The Electronic Flash Of The Future!
• Simple • Compact • Safe
• 5 Sec. Recycling Time
• No Hotspots
• Kodachrome Color Guide 40-50
• Over 3000 Flashes per set of batteries
Reg. 69.50
Special Combination 69.50

HABER & FINK IMPORTED SPECIAL
C. J. JENA
MOVIE LENSES FOR ALL CAMERAS*

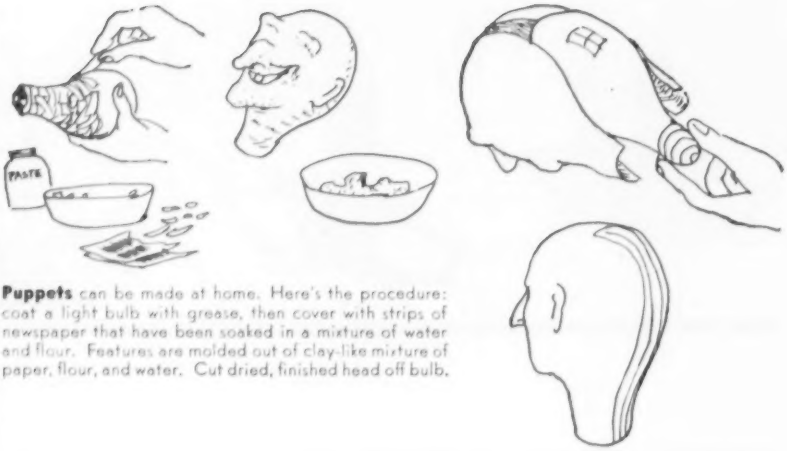
	List	Special
1½" f3.2 FF	13.95	7.24
1½" f2.5 Foc	26.95	14.85
1½" f1.9 Foc	38.95	21.49
1½" f1.4 Foc	49.95	27.74

AT A SAVING OF 45%

All Lenses have Built-In Filter Retaining Rings FULLY GUARANTEED to be free of mechanical defects for ONE YEAR. *Available in Std. "B" Mount and Bell & Howell. Please specify in ordering.

1001 USES!
PARKER TIMER
Reg. 12.95
Wear It As You Would a Pen
This timer is precision made in Switzerland by craftsmen. It can be set for any time up to 3 hours and 30 minutes. Another "first" by Haber & Fink!
SPECIAL 6.95

HABER & FINK, inc.
12 WARREN STREET NEW YORK 7, N. Y. • DEPT. P10
Send me _____
And _____ INCLUDE POSTAGE
I want to trade _____
name _____
address _____
city _____ zone _____
state _____
10% DOWN!



Puppets can be made at home. Here's the procedure: coat a light bulb with grease, then cover with strips of newspaper that have been soaked in a mixture of water and flour. Features are molded out of clay-like mixture of paper, flour, and water. Cut dried, finished head off bulb.

of each head and add painted, cardboard hands at the ends of the sleeves. Your actors are ready for cue!

With your camera on a tripod, frame and focus on one of your puppets, the puppet operator being, of course, off screen below the bottom of the frameline. Observe through your viewer the background, measuring the area taken in by the lens. Then plan your backgrounds to encompass this area with plenty to spare, painting them simply and boldly on large sheets of wrapping paper or bristol board. Check your work from time to time in your viewfinder to make sure you are more than covering the area of the lens. For paint, use bright, flat, poster colors or, even better, forms cut out of big sheets of colored construction paper and pasted to the background with rubber cement for easy changing.

Flatlight everything with photofloods mounted on each side near the camera, being careful not to cast unwanted shadows or to show up wrinkles in the paper etc. The more light you use the more you will be able to stop down your lens and the greater depth of focus you will have to work with later. Keep your lighting exposure throughout the filming so that shots can be intercut without disturbing inconsistencies in the lighting to attract the viewers' attention.

Because of the closeness at which you will be working you'll find that framing and focusing are very critical. However, a little experience will teach you how to compensate for any size of field or parallax errors in your viewfinder, as well as show how much latitude you have in focusing. Before you even begin your puppet film, a few tests made with a tape measure and the last feet of another roll

Large sheets of white cardboard can be used for backgrounds. Draw images with bold lines.

Toys courtesy R. H. Macy Co.

Mechanical and hand-maneuvered toys can be used in your animated films. You can buy a variety of hand puppets at department stores.

Presenting

NEW, TRUE AUTOMATIC

Revere "888-D"

DELUXE 2x2 SLIDE PROJECTOR

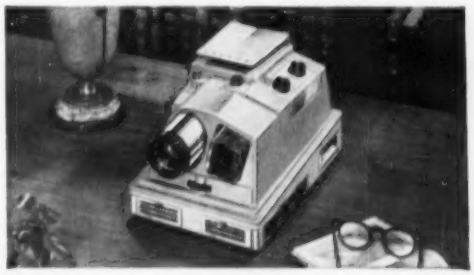
- **Accepts 35MM, Bantam and New 1½" x 1½" Transparencies**
- **Built-in Automatic Pre-conditioning Slide Chamber**
- **Super-coated Anastigmat Lens and Superb Optical System**

NEWEST ADDITION TO THE REVERE FAMILY OF FABULOUS SLIDE PROJECTORS

With the introduction of the "888-D," Revere continues to maintain the supremacy for slide-projection quality and performance. Its current models are recognized as the most outstanding slide-projectors in the world today. In addition to all the sensational features embodied in the celebrated Revere "888," the new Revere "888-D" offers these and other outstanding advantages: accommodates large 1½"x1½" slide format (obtained by cropping 120 transparencies); built-in Automatic Pre-conditioning Chamber reduces need of refocusing cardboard mounts; super-coated Anastigmat lens and superb optical system assures pinpoint focusing and perfect corner illumination. 500-watt lamp; WOLLENSAK 5" F/3.5 lens. See your Revere dealer for a demonstration today. Complete with self-contained carrying case and viewing screen, extra condenser and cord **$159.50***

"888" FULLY AUTOMATIC 35MM SLIDE PROJECTOR
Just set it . . . forget it! Revere "888" shows 36 slides of all type mounts as slow or as fast as you like—without your touching a finger to it! Operates completely by itself, showing the clearest, sharpest pictures smoothly and without effort. 500 watts with picture brilliance control. WOLLENSAK 5-inch F/3.5 lens. With compact, self-contained linen-covered case and viewing screen . . . **$144.50***

35MM AUTO-MAGAZINE SLIDE PROJECTORS
"555"—500 Watts, **$89.50*** "553"—300 Watts, **$79.50***
*All Revere Slide Projectors equipped with 7 Revere Magazine Trays

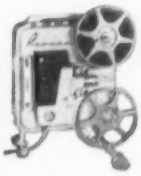


REVERE CAMERA CO. • CHICAGO 16, ILL.

IN PURSUIT OF HAPPINESS REVERE ADDS TO YOUR PLEASURE

NEW!
"101"—16MM Spool Load Camera. Uses 100' reels; objective view-finder; automatic threading. WOLLENSAK f/2.5 coated lens. Inc. tax **$139.50**

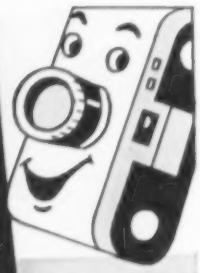
NEW!
"103"—16MM Turret Spool Load Camera. Divergent turret head; corresponding objective view-finder. WOLLENSAK f/2.5 coated lens, inc. tax **$169.50**



NEW!
"777" 8MM Projector. Forward-Reverse Controls; fast ¼" wide angle F/1.6 lens; 500 watt lamp—750 watts optional; 2—400' reels; with case . . . **$127.50**

"T-1100" Dual-Speed Tape Recorder. High Fidelity "Balanced Tone"; single-knob control. With microphone, radio attach. cord, 2 reels tape with tape, case . . **$169.50**

POISE
IN YOUR
VACATION
POSES



WHITEHALL
PRINCE $21.95

WHITEHALL
35/8
$16.95

WHITEHALL
QUAD
$17.95

WHITEHALL
PEER $14.50
NOT SHOWN

See The Whitehall Tripod at Your Dealer or Write for Descriptive Literature.

WHITEHALL
TRIPODS BY QUICK-SET

QUICK-SET, Inc.
8115 N. Central Park Ave. • Skokie, Ill.

of film can get you off to a good start from the very beginning.

You are now ready to begin filming your action against its background, using long shots to establish the over-all scene and moving in for close-ups to concentrate the attention on details or to heighten the action. In addition to your puppets, the foreground can also contain simple sets and props. Cut these out of cardboard, paint, and hold them up into the field of the lens on sticks, tacking the sticks to some wooden support for steadiness. Foreground, middleground, and background can thus be created, keeping your focus on the plane of the action and letting the rest go out of focus if necessary. You will find that it will actually help give you a feeling of deep space to have, for example, a small tree out of focus in the extreme foreground, framing the action beyond. Mechanical toys, dolls, and real objects can be incorporated into your scene if you provide a platform for them to rest on. Thread to match your background will provide invisible suspension for air-borne objects, such as airplanes or birds.

With the mastery of this basic arrangement, you can now venture on to a few more complex shots in which the camera, instead of merely recording the scene which you have set up before it, begins to enter into the action itself, moving into and over your imaginary landscapes and sets in its pursuit of the story action. The chief thing to remember is that as your camera moves, for example, in a panning motion, it will take in a wider sweep of background. Therefore, keep this in mind when planning your scenery, painting it on longer or higher sheets of paper. Check each movement through your viewfinder in a dry run first to make certain that you aren't going to pick up any extraneous surroundings on film.

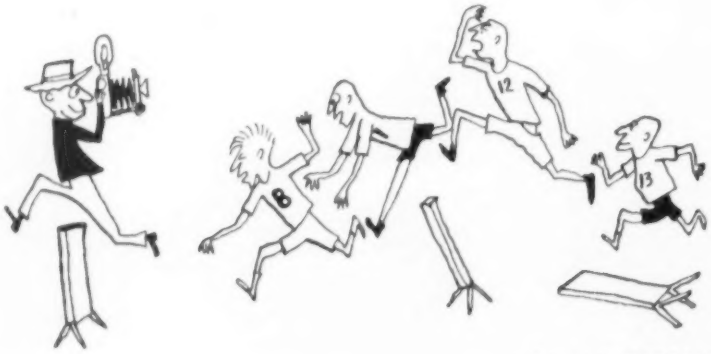
Just as practice will give you the hang of set designing and construction, so will it help you to put to work all those magical tricks which the moving picture makes possible. Thus, a puppet can appear to be walking down a street if, in filming, it is held on the center of the screen and *the background*, painted on a long strip of paper, is drawn past it at a smooth rate. In this manner startling effects of flying and falling can be achieved without the camera ever moving. For actual dolly shots, in miniature, the camera can be set on a roller skate and rolled on a smooth surface. Tip the camera up so that the ground is at the bottom of the frame, and make sure your background covers the widest field included. In this manner, the camera can be made to travel *through* a forest or town, move in on a detail, or follow a puppet actor.

Toy movements can be made to appear more realistic by speeding them up or slowing them down in the camera. In doing this, be sure to change your exposure to compensate for the change in shutter speed. In this way toy bears that move too quickly can be made to lumber realistically, and comic effects achieved by giving your film the fast pacing of a Mack Sennett chase.

Sudden appearances and disappearances can be made by running the camera for a few feet then stopping it, removing or adding something to the scene, and then shooting a few more feet of the altered scene. Lightning and explosions can be created in this way by introducing jagged shapes of yellow paper into your background for just two or three *frames*. Be very careful that nothing else moves in the scene and that the camera is absolutely stationary. On the screen, your effect will appear as an instantaneous flash of jagged yellow against the background.

Don't forget that all things look level when projected, whether they be filmed on the floor, the wall, or the ceiling. Thus, by tipping your camera you can make toy autos, which in reality were rolling downhill, appear to be climbing uphill on the screen. By rocking your camera, wonderful shipboard movements can be simulated without ever taking your "cast" to sea. And by turning your camera upside down, of course, you can reverse an action if *you end-for-end* the shot when you splice it into the film.

There's pretty nearly always some way to get the effect you want either through constructing your backgrounds and sets correctly or by making the most of the advantages your camera gives you. Drawing out your script first, and changing it as you go along, is a good way to keep all the visual elements of your film working together. If you can sketch what you want on the screen, you are already over half way to having it on film. So, by combining a world you can create out of paper and paint, with the conjury of the moving-picture camera, whole new realms of movie-making pleasure await you.—



FOR THE DARK ROOM

SAVE 50% ENLARGING LENSES

We are proud to present three unusual values in brand new, coated, color-corrected, anastigmatic lenses, specially constructed to give corner to corner sharpness in enlarging—at prices half and less than those you'd expect to pay for such sharp-cutting lenses. *Sh. Ch. 15c*

2" f.3.8, Leica thread, for 35mm $7.95
3½" f.4.5, clickstops, for 2¼x3¼", 2¼x2¼" .. 9.95
5¼" f.4.5, clickstops, for 4x5 ..... 19.95
Precision Flange for easy fitting to lensboard 1.25

ELECTRIC 2-SURFACE DUO-DRIER

1956 MODEL "C"

WITH 2 12x17 HEAVY DUTY FERROTYPE PLATES AND STAND

$8.89

Yes, Spiratone does it again! A complete, ready-to-use, double surface drier with a capacity of 4 8x10 or 36 2½x3½ prints. Singleweight or doubleweight, glossy or dull finish—simply constructed, yet as efficient as units costing several times as much. Works on AC or DC. *Shipping Weight 12 lbs.*

FREE with dryer: 12 x 15" Autotilt Print Washer!

ALL METAL 11 x 14 EASEL

INCLUDING FOOTSWITCH **$7.69**

- Solid frame guide on 4 sides for proper alignment.
- Spring steel masking bands calibrated in inches and mm.
- Adjustable for all sizes from 1x1" to 12x15".
- White enameled base.

Extra sturdy (net weight 4 lbs.!). Plug enlarger cord into foot switch and you are ready to dodge, vignet and fully control your "blow-ups". *Combined Ship. Wt. 6 lbs.*

8x10 Enlarging Easel, same construction as above, with footswitch $4.98

ENLARGING TIMER

$6.95

60 sec. range, with second markings. Current shuts off automatically at end of desired time interval. Built-in lock holds knob at desired position, until toggle is released. Adjustable stop for repeat exposures. Manual operation for focusing. Enlarger or printer plugs right into receptacle on cord timer. *Shpg. Chge. 30c.*

AUTOTILT PRINT WASHER

All metal 12x15, works in any sink. If bought at same time as any darkroom items of $4.98 and up, only **$1**. *Shpg. Wt. 3 lbs.*

8x10 ENAMEL TRAYS

3 for $2.89

FREE WITH TRAYS: Decalin Edge Trimmer!

You'd expect to pay over $2.00 each for these acid-proof, ribbed trays which Spiratone offers you at less than half the regular value! *Sh. Wt. 5 lbs.*

16" x 20" ENAMEL TRAYS
$3.95 each 3 for $9.95
Shpg. Wt. 5 lbs. (1) 12 lbs.

DEVELOPING TANK

ADJ. FOR 35MM, 828, 127, 120, 620, 116, 616.

Simple bayonet lock for different size adjustments. Vents for quick changing of liquids. Agitating rod. Easy loading in darkroom — other operations in daylight. Easily worth double. Tank with spare reel, $2.39. **$1.49** *Sh. Wt. 2 lbs.*

STATIC BRUSH

$2.99 if bought with other equipment

Retractable, emits radiactive rays. To clean lenses, slides, negatives!

CHANGING BAG

ONE OF THE MOST IMPORTANT "TOOLS" OF ANY PHOTOGRAPHER

Double zippered inner and outer bags, made of the finest cloth, make this bag 100% light proof even in brightest sunlight.

Whether for use in an emergency, with a film torn or pulled off the spool in a 35mm camera, or for reloading cut film holders or for developing film when no darkroom is available — the changing bag is justly referred to as a "portable darkroom". 17 x16" working space plus elastic sleeves.

All these features at the lowest price a quality changing bag that was ever offered at. *Shipping charge 25c.* **$3.95**

PROFESSIONAL MODEL: 27" x30" working space, ($11.00 value) *Shipping Charge 50c.* **$6.95**

CLOSEUPS ARE SIMPLE

and inexpensive, when you buy your closeup accessories from Spiratone, the only firm specialized in low-cost closeup photography equipment.

GOOSENECK LIGHT ATTACHMENT $5.95

With C clamps, fits copy stand or enlarger pole. 2 bullet reflectors, $1.69 add'l. *Sh. Wt. 4 lbs.*

FREE with orders over $3.00, or send 25c for CLOSE-UP DICTIONARY—contains all needed tables, too.

DELUXE COPYING STAND

Designed by us for use in conjunction with closeup lenses, extension tubes, bellows attachments, to complete with a moderate investment, your closeup and copying equipment. Strong enough for a 4x5, yet compact in storage (two-piece post) and equally well suited for copying, medical, scientific work and movie titling. Camera bracket permits centering of camera over subject. 15x18" baseboard is very practical for large originals. 1½" diameter pole is 38" high. *Shipping Weight 11 lbs.*

$12.95

PRO COPY OUTFIT Stand, light att. w. reflectors, Proxiscope Sr., all as illus. **$24.99**

EXTREME CLOSEUP LENSES

can be used with any camera—with the greatest of ease and with no extra accessories. You can get as close as 8" with a Plus 4, 7" with a Plus 5, 5½" with a Plus 6, 3½" with a Plus 10. You can use two extreme closeup lenses, with a double retaining ring, for even more extreme closeups. With a Plus 5 lens, you can fill the complete 35mm frame when reproducing a postcard; a Plus 10 lens is just right for insects, stamps and coins. Extreme Closeup lenses make macrophotography possible with a tiny investment. All exc. Plus 10, mounted in metal rings.

	Ser. V	Ser. VI	Ser. VII
Plus 4	1.75	2.00	3.25
Plus 5	1.95	2.30	3.75
Plus 6	2.25	2.75	4.25
Plus 10	2.65	3.25	5.25
Dbl. Ret. Ring	.85	.95	1.50

CLOSEUP (Portrait) LENSES

bring within every photographer's reach subjects which would be too small if photographed at the regular 3 ft. closest camera setting. Head and shoulder portraits, children's pictures, copy work—a whole new field of picture taking. All Closeup Lenses are mounted in metal rings. Deluxe lenses, made by nationally famous manufacturer, have diopter power engraved on rings.

	Reg.	Deluxe
Ser. IV		1.15
Ser. V	1.00	1.39
Ser. VI	1.25	1.59
Ser. VII	2.00	2.98

Plus 1 focuses from 38" to 20". Plus 2 from 20" to 13", Plus 3 from 13" to 10"—for versatility, you will want set of all three Closeup Lenses. *Shpg. Chgs. 1-4—10c.*

6-PC. EXTENSION TUBE SET

for Kine Exakta, Exa. This set contains two precision-fitted brass adapters and four tubes, 5mm, 15mm, 30mm and 45mm, providing the greatest possible range of closeup work from a 3.4 reduction to a 2.2 magnification ratio. *Shipping Charge 25c.*

6 pc. set but with one FOCUSING TUBE from 40mm to 55mm, alone a $10 value. Complete set $11.50.

$7.95

4-PC. EXTENSION TUBE SET

for Praktica, Praktiflex FX, Contax, S, D, DA, Pentacon

This exceptionally well-made set includes in addition to the usual 5mm, 15mm and 30mm tubes a 45mm tube, thus permitting up to 2X magnification, when the complete set is used: a tiny object, ½ x ¾" can be made to fill the entire 35mm negative or transparency! *Shipping Charge 25c.*

4 pc. set but with one FOCUSING TUBE, alone a $10.00 value, increasing maximum extension to 100mm.

$6.95

$9.95

PROXISCOPE SR.

WITH ELEVATING ACTION **$4.95**

An absolute must for any kind of closeup and copy work. Doubles up as perfect elevating attachment, with both tripod and camera fittings for horizontal as well as vertical fastening of camera.

- A deluxe version of the most useful camera accessory for every practical photographer
- Permits minute adjustments in a 4½" range on its geared track, with a positive lock at any desired point.

Shpg. Chg. 35c

Spiratone auxiliary TELEPHOTO and WIDEANGLE lenses

HUNDREDS OF THOUSANDS OF SATISFIED USERS — FOR COLOR FOR B&W — Rollei GRAFLEX

EXCLUSIVE FEATURES: Hard S-coating—superb color correction — same exposure and lens opening as usual—no installation — filterholders included — each lens in an elegant leather case, set in double case — easy-to-follow instructions — interchangeable adapters for use of most models on many different cameras — low prices that save you up to 50%.

for virtually all 35mm and 2¼ x 2¼ and Polaroid cameras

CONTAFLEX argus EDIXA

A Spiratone TELEPHOTO brings distant objects closer, helps fill entire negative or slide with important subject matter, crops out unwanted background, improves perspective in portraits.

Accessory Clip easily glued to most cameras **75c**

Accessory Clip for Argus C3, easily installed **1.00**

A Spiratone WIDEANGLE adds coverage in cramped places, gets that extra area into the picture; wonderful for wide-screen scenic landscapes; increases depth-of-field, for foreground to infinity sharpness, makes accurate focusing unnecessary!

UNIVERSAL AND CLOSEUP (+1, +2, +3) FINDER, the most versatile finder ever made, matched to your normal 50mm or 44mm lens, telephoto and wideangle. Aux. Lenses Has parallax correction to 10' for use with +1, +2, +3 closeup Lenses, and from three feet to infinity. **$9.95**

BOLSEY Signet

Each finder, telephoto or wide-angle **$3.95** (both for $7.49)

SET of BOTH LENSES in double leather case **$29.95** *Shipping Charge 50c*

EACH LENS in leather case **$16.95** *Shpg. Chg. 25c*

TESTED 35mm RELIABLE

FREE 36 EXP. MICROFILE the film with the finest resolution that is so wonderful for copying, all work requiring the ultimate in detail! With your order for 100 ft. of bulkfilm or $5.50 worth of cartridges (20 or 36 exp.).

FRESH SAFETY KODAK B&W FILM

All four popular speeds, Panatomic X (Background X), Plus X, Super XX and Tri-X are available in 27½ ft., 50 ft. and 100 ft. lengths and 20 and 36 exposure reloads.

27½ FT. **$1.39** 50 FT. **$2.29** 100 FT. **$3.98**

Shipping charges 10c, 30c, 50c

COMBINATION SPECIAL: Daylight loader with 5 cartridges and 100 ft. of Kodak or 50 ft. of Adox black & white film, a $9.99 value. *Shpg. Wt. 4 lbs.* **$7.99**

BLACK & WHITE RELOADS in metal cartridges may be assorted

20 EXP.	36 EXP.
40c ea. 6 for $2.00	60c ea. 4 for $2.00

Shpg. Chgs. 1 or 2 5c; 3 to 6 20c; 7 to 12 35c.

ALL YEAR NEW ASSORT. Daylight loader with 5 cartridges plus 27½ ft. each of Panatomic X, Plus X, Super XX and Tri-X **$10.49**

35mm DAYLIGHT LOADER

INCLUDING 5 CARTRIDGES **$4.95** IF PURCHASED TOGETHER WITH MINIMUM OF $7.95 WORTH OF BULKFILM.

It's so simple to take advantage of the exceedingly low cost of 35mm bulkfilm and to load any desired length into a standard Eastman cartridge. First few reloads already make loader pay for itself! **Loader alone with 5 cartridges, $5.95.** *Sh. Wt. 4 lbs.*

DELUXE LOADER, with automatic counter, accepts also Leica, Contax cartridges — $10.95 or add $5.00 to comb. offers.

FREE FILM TONGUE CUTTER with your order for $5.00 or more of bulkfilm, or $4.25 worth of bulkfilm plus loader. For perfect shaping of tongue to assure smooth loading. Must be requested at time of purchase.

ANSCOCHROME INCLUDING PROC. FOR ASA 128

35MM REL. 20 EXP. 3 for $7.98 — **$2.59 ea.**
120 OR 620 3 for $6.60 — **$2.39 ea.**

Spiratone is proud to be first to offer the new Anscochrome with the revolutionary speed-increasing processing described in the June '55 issue of "Photography," enabling you, for the first time, to take fast action shots, shoot in poor light, as you would with a fast B&W film!

Save on fresh 35MM ADOX FILM IN CARTRIDGES AND BULK

Your choice of KB14, KB17, KB21 *Shipping Charge 10c*

20 exposure reload 60c — 3 or more (may be assorted) 58c each
36 exposure reload 85c — 3 or more (may be assorted) 70c each

50 ft. $3.75, 100 ft. $6.80 — *Shpg. Chge. 25c per 50 ft.*

SAVE UP TO 50% ON Remote Control Unit For Airequipt

Now you can operate your Automatic Slide changer (Airequipt, Argus, Brumberger) at distances up to 15 ft. — a feature you'd have paid $50.00 more for in other projectors!

WAS $29.95 **$14.95** when bought with 12 or more magazines

36 slide MAGAZINES with storage box and cover
2 for $3.18 12 for $18.95 *Sh. Wts. 2 & 6 lbs.*

12 magazines and Remote Control **$33.90** — Remote Control (when bought alone) **$19.95** *Sh. Wt. 1 lbs.*

6 magazines, in famous make luggage style case, alone a $10 value (holds 12) **$13.95**

SLIDE TRAYS for REVERE 553, 555, 888

Sturdy trays, hold 36 cardboard and glass slides, intermixed, with index, in cardboard filing box.

2 for **$1.69** — 12 in carrying case **$8.95** *Shpg. Wts. 2 lbs. and 6 lbs.*

REVERE 888 SPECIAL: Remote Control 15 ft. Release plus 12 slide trays in Carry Case **$12.49**

SLIDE TRAYS for TDC, VIEWLEX

LOWEST PRICES EVER! 30c ea. in lots of 12

Changematic and Projectomatic

Extra strong plastic trays, hold 30 cardboard and glass slides, intermixed, with index.

4 for	12 for	48 for	120 for
$1.95	$4.98	$17.95	$36.00

Shpg. Wts. 3, 7, 22, 50 lbs.

12 Trays in Carrying Case (ill.) $5.98; in metal deluxe case $8.89

Coated 85c SCREW-IN Filters FROM $1.49

Custom-fitted to your particular lens—enables you to close case without removing—converts all new Type F films (Kodachrome, Anscochrome, Ektachrome) to daylight. Front-threaded, too, to accept extra filters, shade. *Sh. Ch. 10c*

For Argus C3—$1.49. For Retina f.2 (all models), Contessa, Contaflex, Signet, Argus C4 **$2.29**

For Leica Summar, Summitar, Summarcon, 90mm Elmar, 135mm Hektor, Contax, Sonnar, Praktiflex and Exakta Biotar (non-preset), preset Tessar f.2.8, automatic Westanar and Westagon, Nikon and Canon, Rollei and Minolta Autocord f.3.5 bayonet **$2.98**

For Rolleiflex 2.80 and C, Exakta and Praktiflex preset and automatic Biotar **$4.98**

Also available at the same low prices: Skylight 1A, 82A, 80B, red, yellow, green, Plus 1, 2, 3.

All prices include excise tax. Postage and insurance MUST be prepaid, even when no shipping weight is stated — overpayment will be credited in full. Everything listed is brand-new (unless otherwise stated) and fully guaranteed against defects. 25% deposit on C.O.D.'s. Items marked "Free", "Premium" or "Bonus" MUST be requested at time of purchase. Foreign orders welcome — allow for extra handling charges.

When ordering accessories, be sure to name your camera, lens, shutter!

SPIRATONE INC.

49 WEST 27th ST., NEW YORK 1, N. Y.

SEND MAIL ORDERS TO: 135-06 NORTHERN BLVD., DEPT. P7 FLUSHING 54, N. Y.

NO FAIR TRADE LAW IN WASHINGTON D. C.

"BUY-BY-MAIL"

From the Nation's Capital
AND SAVE ON EVERYTHING

BRAND NEW!

Original Factory Cartons and Guarantees

DISCOUNTS

35mm CAMERAS AND LENSES

Reg. 66.50 Argus C-3 Camera, Case, Flash 49.95
Reg. 49.50 Argus C-3 Tele or W. A. Lens 38.95
Reg. 99.50 Argus C-4 Camera, Case, Flash 77.95
Reg. 66.50 Argus C-4 Tele or W.A. Lens 49.50
Reg. 115.00 Argus C-44 Camera, Case, Flash 87.95
Reg. 59.50 Argus C-44 Tele or W.A. Lens 46.50
Reg. 190.00 Kodak Retina IIIC, Camera f-2 ..... 145.00
Reg. 139.50 Kodak Retina IIIC, Camera f-2.8 ..... 106.00
Reg. 13.50 Retina IIIC Leather Case 10.00
Reg. 62.50 Retina Curtar Lens 35mm f-5.6 ..... 49.00
Reg. 82.50 Retina Longar Lens 80mm f-4 ..... 65.00
Reg. 17.50 Retina 35-80 Optical Finder 13.50
Reg. 33.75 Kodak Pony 135C Camera f-3.5 ..... 26.95
Reg. 75.00 Kodak Signet Camera f-3.5 ..... 59.50
Reg. 89.50 Graphic 35 Camera, f-2.8, Case, Flash 67.50
Reg. 99.50 Graphic 35 Camera, f-3.5, Case, Flash 75.00
Reg. 447.00 Leica M-3 Camera, Summicron f-2 ..... 360.00
Reg. 336.00 Leica IIIF Camera, Summicron f-2 ..... 270.00
Reg. 99.00 Leica 35mm Summaron f-3.5 Lens 88.00
Reg. 93.00 Leica 90mm Elmar f-4 Lens 75.00
Reg. 141.00 Leica 135mm Hektor f-4.5 Lens 115.00

EXPOSURE METERS

Reg. 32.50 General Electric PR-1 ..... 23.75
Reg. 24.50 General Electric DW-68 ..... 18.75
Reg. 14.95 General Electric Mascot 11.95
Reg. 32.50 Weston Master III w/case 23.50
Reg. 18.00 Weston DR w/case 13.50
Reg. 32.95 Norwood Director M-2 ..... 22.95
Reg. 16.95 Argus L-3 Meter & Case 12.95
Reg. 17.50 Argus L-44 Meter & Case 11.50
Reg. 36.00 Leica—Meter "M" w/booster 27.95
Reg. 24.00 Leica—Meter 2 w/booster & case 18.95
Reg. 2.50 Case for any Exposure Meter 2.00

SLIDE PROJECTORS

Reg. 37.50 Argus Standard, 300W, Blower 29.95
Reg. 59.50 Argus Automatic, 300W, Blower, Case 46.95
Reg. 84.50 A. O. Executive 500W, Blower, Case 64.50
Reg. 59.50 Kodak Signet 300W, Blower 45.00
Reg. 72.50 Kodak Signet 500W, Blower 54.95
Reg. 69.45 Brumberger 2¼ sq. 300W, Blower, Case 52.50

MOVIE CAMERAS

Reg. 29.95 Brownie Movie Camera 8mm, f-2.7 ..... 23.95
Reg. 37.50 Brownie Movie Camera 8mm, f-2.3 ..... 29.50
Reg. 44.50 Brownie Movie Camera 8mm, f-1.9 ..... 32.95
Reg. 79.50 Brownie Turret Camera 8mm, f-1.9 ..... 62.50
Reg. 144.50 Kodak Medallion 8 Camera, f-1.9 ..... 107.50
Reg. 1195.00 Cine Kodak Special II, f-1.9 ..... 875.00
Reg. 279.00 Cine Kodak K-100, f-1.9 ..... 210.00
Reg. 315.00 Cine Kodak K-100 Turret, f-1.9 ..... 232.50

DISCOUNTS

MOVIE PROJECTORS

Reg. 62.00 Brownie 300W Projector f-1.6 ..... 46.50
Reg. 74.50 Brownie 500W Projector f-1.6 ..... 55.00
Reg. 115.00 Kodak Showtime 8 Projector 500W, f-1.6 ..... 85.00
Reg. 425.00 Kodascope Pageant Sound Projector, 16mm 315.00
Reg. 275.00 Kodascope Royal Projector 750W, 16mm 200.00

PRESS CAMERAS

Reg. 132.50 Century Graphic 2¼ x 3¼, f-4.5, XFM 92.75
Reg. 238.20 Crown Graphic 2¼ x 3¼, f-4.5, XFM 166.75
Reg. 275.70 Speed Graphic 2¼ x 3¼, f-4.5, XFM 192.50
Reg. 259.50 Crown Graphic 4x5, f-4.7, XFM 181.65
Reg. 308.50 Speed Graphic 4x5, f-4.7, XFM 215.95

WRITE FOR MAIL ORDER PRICES ON ITEMS NOT LISTED. You save by buying from our Washington, D. C., Mail Order Department where minimum Fair Trade resale prices do not apply. Please include check or money order for full amount plus estimated postage. Fair Trade items at reduced prices are available only on a remittance-with-order basis, from Washington, D. C. These offers are valid only in states where such offers are not expressly prohibited.

"For Personalized Service"
Send your order or inquiry to:

BOB RITZ
618 12th St. N.W., Washington 5, D. C.
30 DAY MONEY BACK GUARANTEE

35-mm TODAY

by Bob Schwalberg

(*Continued from page* 10)

times the image size of a 50-mm lens, and must be held six times as steadily to achieve equal sharpness. A 500-mm lens increases the image size ten times, and oh brother! Even on a tripod vibration is a major vexation with these focal lengths, and in the hand shutter speeds like 1/50 and 1/100 have to be set off with great care. This is another reason why single-lens prism reflexes score again: Their body releases are generally smoother than the cable release setups on reflex housings.

In short focal lengths, the differences in size and weight between an *f*/1.5 and an *f*/3.5 may be academic. In long lenses even as little as one stop may mean the difference between an easily hand-held lens and a strictly-for-the-tripod proposition. Some rather fast lenses are available, especially in the 180-mm focal length, where we have the *f*/2.8 Zeiss Olympic Sonnar, the *f*/2.5 Nikkor, the famous war-surplus seven-inch *f*/2.5 Aero Ektar, and the recently announced, but not yet available *f*/1.8 Grand Kilar by Kilfitt. In the 250- and 300-mm range some notable speedsters are the 250-mm Nikkor *f*/4, the 300-mm Astro *f*/3.5, and the 300-mm Sonnar *f*/4, which is distinguished by an excellent preset diaphragm mechanism. All this speed to the contrary notwithstanding, it should be recorded that one of the most popular pieces of professional heavy artillery is Kilfitt's 300-mm *f*/5.6, which makes up for being a stop or so slower than the speed camera with its feather-lightness and conveniently slim tube.

A preset diaphragm is more than just a convenience. Being able to stop down instantly without having to look at the diaphragm or count click-stops means a very much higher percentage of sharp pictures per roll. The trouble is that too few long lenses are so equipped. Two new arrivals with preset diaphragms are the 400-mm Canon *f*/4.5 and Nikkor's new version of their 500-mm *f*/5.

The 35-mm camera offers the widest opportunities to those interested in shooting from afar primarily because of the greater compactness possible in lenses designed to cover the 24x36-mm negative format, and the variety of lenses and long focal lengths available for the miniature camera is awe inspiring.

And yet, it is this same tiny two-is-to-three-proportioned negative format which presents the largest single problem, narrow field angles. A 300-mm lens on a 4x5 press camera gives twice the angular field of a 300-mm lens on a 2¼x2¼ single-lens reflex, and this lens in turn gives almost twice as much coverage as a 300-mm lens on a miniature. Frequently we find that too much focal length is a more serious limitation than too little focal length.

A few years ago this was brought forcibly to mind while covering a baseball game from the first-base line. With a 300-mm lens on a 35 from our fixed position we could get *part* of the first baseman *or part* of the base runner, but not both. Then we looked at the groundglass of our Graphic, which was then equipped with a 360-mm tele lens, and we saw *both* players, intact, the first-base coach, and lots of real estate all around. The 20 percent longer 360-mm lens was giving us an image that much larger, plus slightly more than three times as much subject matter. To get the same angle of view on the miniature we would have had to use an 85- or 90-mm medium-long-focus lens and sacrificed 70 per cent of our image size. If this be treason, make the most of it!

Next month we'll have something to say about "tele" lenses, the trials of long-lens filtermanship, and a few related matters.

New Feature Added to Latest M-3 Leicas

The M-3 Leica now sports a frame selector lever located on the front left-hand side of the camera, directly below the large viewfinder window. Push the lever toward the lens mount and the built-in frame lines for the 85- and 90-mm lenses pop into view. Pull it back in the other direction and you've got the 135-mm rectangle. Let go, and the 50-mm field is back to normal.

A real convenience, this little gizmo is a fast answer to the question: "Do I want the 85 or the 135?" and even if you're the type who knows the answer, you won't resist peeking. The price of the M-3 remains unchanged, the owners of older cameras needn't feel trampled upon. They'll install the gadget for $16. See your dealer.—

NEW BOOKS

KODACHROME AND EKTACHROME, Color Photography from All Angles, by Fred Bond. Published by Camera Craft Publishing Co., 95 Minna St., San Francisco 5. Cloth bound, 8 x 11, illustrated, 252 pages, $8.75.

The fourth edition of the practical working manual includes new chapters on 35-mm Ektachrome, Ektacolor, Flexichrome, and the several processes for making color prints. Mr. Bond begins by discussing color composition and then follows through with the various techniques which can be used to achieve fine color compositions.

THE BESELER ENLARGER GUIDE, by Charles H. Coles. Published by Greenberg: Publisher, 201 E. 57th St., New York City 22. Paper bound, illustrated, 126 pages, $1.95.

The user of a Beseler Enlarger will find this book extremely helpful in its detailed explanation of each adjustment and control of the instrument. Every step of the enlarging process is described and amply illustrated. Theory, as well as specific instructions, is given.—

RITZ CAMERA CENTERS

PHOTO DISCOUNTS

AT ALL RITZ STORES

NEW YORK	BALTIMORE	WASHINGTON, D.C.	PHILADELPHIA
1147 6th Ave. (Avenue of the Americas)	26 West Lexington St. 214 East Baltimore St.	618 12th Street N.W. 607 14th Street N.W.	1414 Chestnut St. (Chestnut & Broad)

RITZ "NO RISK" PURCHASE PLAN

Every purchase you make from RITZ is a "NO RISK PURCHASE"—for you must be completely satisfied or your money will be refunded for any reason whatsoever, after a 30 day trial. Fair enough! Run to RITZ for the best buys. Quantity buying for our many stores brings you lower prices.

FLASHBULBS #5 or #25

Case of 120
Reg. $14.40
ONLY $9.35

Brand New! LEOTAX MARK F with f:2 lens

Compare this camera and lens with the Leica IIIF or any of the world's most expensive cameras!

Reg. $299.50
ONLY
$159.95
Luxury Case $8.95

Leotax—Mark F Features:

Focal plane shutter with 15 speeds, ranging from T.B. 1 sec. to 1/1000 sec.
Interchangeable lens system, accommodating all standard Leica thread lenses and accessories.
Rangefinder combined with Viewfinder and coupled to the lens.
Automatic double exposure prevention.
Automatic film counting, film stop and shutter cocking.
Built-in flash synchronization X-F.
Film sensitivity rating indicator built-in.
Ultra precision die cast metal, covered with genuine black leather. Attractive satin finish.

The Lens—Topcor f:2

Hard coated on all surfaces insuring crisp, sparkling pictures under all conditions. f:2 to f:16 with equal stop spacings. An unusual 6 element lens achievement corrected to the greatest extent for lens aberration. Superior resolving power and color correction.

Trays & Magazines

For Automatic Slide Changers

Airequipt Magazines	6 for	$9.45
Trays for TDC Selection	6 for	4.20
Trays for Revere	6 for	4.20
Trays for Viewlex	6 for	4.20

SCOTCH RECORDING TAPE

5" Scotch Tape	$1.57
7" Scotch Tape	2.45
5" Long Play	2.45
7" Long Play	3.85

Guaranteed genuine Scotch Tape made by Minnesota Mining Corp. Original cartons—fresh—splice free.

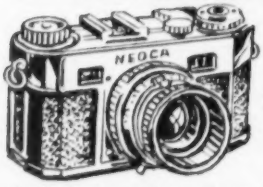
KODAK COLOR FILM

Original Factory Cartons
Guaranteed fresh dating
Genuine Eastman Kodak factory packed film. Not reloads.

Buy Three Rolls and Save

	Reg.	3 ROLLS SALE
35mm Kodachrome, 20 exp.	5.55	4.44
35mm Kodachrome, 36 exp.	7.80	6.04
35mm Ektachrome, 20 exp.	5.55	4.44
8mm Kodachrome, 25 ft. roll	11.25	9.00
8mm Kodachrome, 25 ft. magazine	13.95	11.16
16mm Kodachrome, 50 ft. magazine	20.85	16.68
16mm Kodachrome, 100 ft. roll	31.20	24.96
620 or 120 Kodacolor	3.75	3.00
620 or 120 Ektacolor	3.75	3.00
828 Kodachrome	3.00	2.40

BRAND NEW! AUTOMATIC NEOCA 35mm CAMERA f:3.5 and COUPLED RANGEFINDER



59.95 Value
ONLY **$32.95**
Leather Case $6.95

Single-window combined coupled rangefinder and viewfinder.
Automatic rapid film wind, automatic shutter cocking, film stop and film counting.
Double exposure prevention.

45mm Neokor f:3.5 hard coated fully corrected lens with excellent resolving power assuring edge to edge sharpness.
Ceres B. 1sec.-1/300 sec. shutter.
Flash synchronized.
Built-in Self Timer.

$7.50 TRADE-IN ALLOWANCE

for Your old FLASHGUN on the new 1957 HERTEL ELECTRONIC FLASH.

Reg.	69.95
ONLY	49.95
Less Trade-in	7.50
Your cost	42.45

Hertel Superior Features:
80-Watt seconds
Uses 3-D. Batteries or plug into A.C. outlet
Color Guide No. 45 to 65
B & W Guide No. 110 to 220
Portable, weighs 4 lbs.
Switch for ½ power
Faster than 1/1000 sec.

Brand New! RITZ BINOCULARS

New low prices! New types! Compare with the world's finest.

WITH CASE & STRAPS

7 x 35 Wide Angle—11°, C.F.	$39.95
15 x 60 High Power, C.F.	49.95
6 x 25 Wide Angle—11°, I.F.	29.95
6 x 15 Vest Pocket, I.F.	13.95
6 x 30 Angle 7.5°, C.F.	17.95
7 x 50 Angle 7.1°, C.F.	21.95
8 x 30 Angle 7.5°, C.F.	18.95

Add 10% Federal Tax to Binocular prices.

SATELLITE SPECIAL!

New Precision Telescopes
30x40 TELESCOPE ONLY $14.95
with Tripod
30x Magnification
50x50 TELESCOPE ONLY $29.95
with Tripod
50x Magnification
89x60 TELESCOPE ONLY $79.50
with Tripod and case.
3 eye pieces—40x, 64x, 89x Magnification
4x Finder, Erecting prism, Diagonal prism
Sun glass.

FOR ARGUS C-3 Brand New

TRUE TELE-PHOTO LENS
135mm f:4.5
ONLY 39.50

NEW Mansfield "Full-Action"

DE LUXE 8MM MOVIE EDITORS
with Rewinds, Base Board and Action Viewer & Case.
ONLY 27.50
Reg. 59.50

Brand New! MOVIE LENSES

High precision coated lenses

½" f:1.9 Standard, Foc.	12.95
1½" f:1.1 Telephoto, Foc.	59.95
1½" f:3.5 Telephoto, Foc.	24.95
1½" f:1.9 Telephoto, Foc.	17.95
1½" f:2.5 Telephoto, Foc.	12.95
7.5mm f:1.4 Wide Angle, Foc.	39.95
6.5mm f:1.9 Wide Angle, Foc.	24.95
7mm f:2.5 Wide Angle, F.F.	13.95
1" f:0.95 Standard, Foc.	129.95
1" f:1.5 Standard, Foc.	37.95
3" f:1.5 Telephoto, Foc.	59.95
3" f:2.5 Telephoto, Foc.	23.95
3" f:1.9 Telephoto, Foc.	32.95
15mm f:1.5 Wide Angle, Foc.	54.95
17mm f:2.7 Wide Angle, Foc.	19.95

Every lens guaranteed

Brand New! Latest Model

SVE SKYLINE AUTOMATIC 300 WATT—BLOWER COOLED SLIDE PROJECTOR with Airequipt Changer and Magazine and Remote control power unit.
REG. $79.45
ONLY $47.95

TRIPOD BARGAINS All Brand New

Star D-18 Standard	$9.75
Star D-21 Meteor	13.50
Star D-20 Conquest	14.75
Star D-22 Comet	16.95
Star D-Continental	12.95
Quick Set Elevator Champ	23.95
Quick Set Husky	35.95
Quick Set Elevator Regent	17.95

Brand New! Ultra High Speed Lens for Leica & Canon 60mm f:1.2
ONLY 259.50
Must be tried to be believed. Guaranteed!

FREE PHOTO BARGAIN BULLETIN

May We Quote on Items Not Listed

VISIT any Ritz store or WRITE for anything you need and—SAVE, WHEN ORDERING BY MAIL—Please include check or money order plus estimated postage. Excess refunded. All items subject to prior sale or change without notice. Sales prices in effect only when this ad is mentioned.

MAIL

Your Order or Inquiry "For Personalized Service" to

BOB RITZ
618 12th St., N. W.
Washington 5, D.C.

FULL MONEY BACK REFUND AFTER 30-DAY TRIAL!

NEW! 35mm ANSCOCHROME
Shoot color fast without sacrifice to sharpness & brilliancy. Factory packed. Price includes processing and mounting.
FAST 125 ASA!
20-EXP. 2.95 ea.
3 for 8.50

35mm x 20-EXP. ANSCOLOR†
Daylight or Tungsten. Price includes process. & mounting.
3 for 5.55
1.95 ea.

NEW "1-thru-4" Multi-Contrast ENL. PAPER ASS'T.

The 4 most wanted grades in a handy pkge. 3 popular sizes available. Guaranteed 1 yr. from purchase date. 25 sheets #1, 100 sheets #2 and #3, 25 sheets #4 in assortment.

TOTAL OF 250 SHEETS!

Size	SW, GL or SM	DW, SM
4x5	3.25	3.95
5x7	4.44	5.44
8x10	9.88	9.98

ENLARGING PAPER
1957 Dated

Size	SW, GL or SM 100	SW, GL or SM 250	DW, SM 100	DW, SM 250
3x5	.98	2.25	1.25	2.95
4x5	1.25	2.95	1.59	3.69
5x5	1.49	1.49	1.95	4.50
5x7	1.69	3.95	2.25	5.25
8x10	3.49		3.95	8.75

35mm x 100' CONTACT PAPER SPECIAL
3 ROLLS 2.75

8mm Bl.-&-Wh.—Fresh
Includes Process.

Size	Type	Speed	Price
25' rl	F. G.	ASA 50-32	4/4.45
25' Mag	Fast	ASA200-160	2/5.75
100' Bolx	F.G.	ASA50	3.75
100' Bolx	Fast	ASA200	5.95
100' rl	E.K.Pos		1.53

16mm Bl.-&-Wh.—Fresh
Includes Process.

Size	Type	Speed	Price
100' rl	Sup-X	ASA50-32	2/5.48 4/9.75
100' rl	Hi-Speed	ASA200-160	5.75 4/21.75
50' Mag	Plus-X	ASA50-32	3/6.75 6/12.98

35mm ANSCO COLOR RELOADS
20-EXP. Daylight or Tungsten
3 for 2.55 6 for 4.95
Process. & Mtg. 20-Exp. 1.25
50' Rolls Bulk Tung. 7.45
FREE! (with Bulk)—Optical glass conv. filter for daylight use (specify V or VI).

35mm DIRECT POSITIVE FILM†
Make B&W transparencies directly in your camera, ready for projection when developed. ASA50 Tung., ASA64 Daylight.
36-Exp. ..... 3 for 2.25—6 for 3.98
100' Roll, factory packed 7.90
Processing 36-Exp. (unmounted) ... 1.95
DIRECT POSITIVE DEVELOPING KIT
Contains all necessary chemicals. Sent only via Railway Express 2.90

35mm 1956 EKTACHROME—100ASA*†
FREE! 3 gel. filters for any haze condition
20-EXP. ... 3 for 2.25 6 for 3.98
Developing & Mounting 20-Exp. 1.25
AERO EKTACHROME DEVELOPING KITS
Contain all necessary chemicals 1½-Gal., 2.49 4½-Gal., 4.95

JUST RECEIVED! Fresh 1957 Dated HALOID VARALOID
Same type as DuPont Varigam (uses Varigam filters)
8x10—100 sheets, fast, SW, GL 3.75
8x10—100 sheets, SW, SM 3.75
8x10—100 sheets, DW, SM 4.48
10x10—100 sheets, SW, SM 3.95
(Mfrs. 2nds, Fully Guaranteed)

DuPONT VELOUR BLACK* Enlarging Paper
20"x30' ROLLS. DW, SM. Contrast #2
Ideal for Murals or to "cut down" and save. 3.95

35mm x 100' ROLLS*
Fresh Safety Pan-X, Plus-X, Super-X.
any 2 for 3.95

35mm x 36-Exp. FRESH RELOADS†
Pan-X, Plus-X, Super-XX 6 for 1.98
Infra-Red or Verichrome 6 for 1.98

Kodak 35mm x 36-Exp. ASA200 1957 Dated!
TRI-X* 3 for 1.75 6 for 3.00

ROLL FILM*
120-620 Super-XX ... 8 for 1.85
120-620 Verichrome ... 8 for 1.75
616-116 E.K., Ansco, Gevaert .. 20 for 2.40

35mm BULK FILM COMBO. You get Bulk Loader, Transparency Viewer, 100' 35mm film, 12 metal ctdgs., and 12 metal cans. A 12.50 value 8.95

DELTA PHOTO SUPPLY
105 Chambers Street, New York 8, N. Y. (Dept. P-7)
NEW ADDRESS
Postage & Insurance must be included with order. Excess refunded. C.O.D.'s on 25% deposit only.
* Surplus U. S. guaranteed.
† Respooled from large rolls.

QUALITY COLOR PRINTS
24 HOUR SERVICE
2¼ x 3¼ 20c each
3¼x4 37c ea.
4x5 45c ea.
5x7 80c ea.
24 HOUR SERVICE
8 x 10 1.50 each
COLOR FILM DEVELOPING
620—120—35mm
ANSCO COLOR, EKTACHROME ANSCOCHROME
per roll $1.00 MTD
WALLET SIZE • (FULL 2 x 3¼) • SPECIAL 15c ea.
35mm SLIDE DUPES 5 FOR $1.00 12 FOR 2.00
FULL COLOR CONTACT PRINT FROM YOUR 35mm TRANSPARENCIES
ANY 20 FOR $1.00 • FROM ROLL DEVELOPED AT SAME TIME 75
MODEL FILM LABORATORY DEPT. P9 78 W. 47th St. New York 36, N. Y.

5 Ways to Shoot Action

(*Continued from page 79*)

sists of learning to anticipate such peaks, having the camera focused and in readiness, and training your shutter finger to respond without delay to the eye-brain signal that tells it to shoot. Depending on light and the requirements of focus and depth of field, successful shots of peak action can be taken at shutter speeds down to 1/25 second. However, faster

Skyline background in action shot of Eileen O'Dare was no fake. For this picture she actually jumped high above an unguarded coping.

shutter speeds give you a greater margin for error.

A combination of a slow shutter and "panning" recorded different degrees of blur in Yoichi Okamoto's picture of a boy and his dog. By pivoting his camera in synchronization with the movement of the youngster, Okamoto brushed effective action lines over the stationary background. The 1/10-second exposure left the eloquent blur of motion on the boy's arms and legs.

A shutter speed of 1/1000 second froze the motion of a group of hurdlers as they sped past Neil Cleman's camera. Indoors or at night, this type of action-stopping shot is most commonly made with electronic flash because its brief period of illumination can slice time into shorter segments than the fastest shutter. But just because they stop action so completely, speedlights or a fast shutter can give a dynamic scene a static appearance. If you want an effective action picture, it's still essential that you take the shot at a suitable moment. Ideally, the whole composition of the frozen scene will suggest interruption of a continuing thrust or movement.

Available-light action pictures, like Larry Fried's *Dance of the Ring*, have a great deal in common with peak-action shots. In both cases, shutter speed is less vital than a set of well-oiled reflexes and a kind of photographic sixth sense. In even the most violent actions there are likely to be moments of stillness—instants of pause or sharply poised balance. Fried had often observed the unusual posturings that occur during wrestling matches; by studying the rhythm of the wrestlers, he was able to anticipate the critical split second in which they struck this classic pose.—

BIG SAVINGS AT CENTRAL CAMERA COMPANY

Midwest's Most Complete Photographic Store since 1899

35mm LUDWIG JR.

List $20.00 — **15.95** — Post., ins. 50c

F4.5 coated anastigmat lens in focusing mount • flash synchro shutter with speeds to 1/200 • Optical view finder • Automatic film counter

35mm LUDWIG REFLEX

List $50.00 — **39.95** — Post., ins. 75c

F3.5 coated anastigmat lens • Flash synchro shutter speeds to 1/200 • Full size ground focusing screen • double exposure preventative

2¼x2¼ REFLECTA

List $34.50 — **19.95** — Post., Ins. 50c

This fine 2¼ x 2¼ Reflex is equipped with F3.5 coated anastigmat lens with synchro shutter • Takes 12—2¼x2¼ pictures on 120 roll.

BOLSEY JUBILEE OUTFIT

List $79.95 — **49.50** used — Post., ins. 75c

F2.8 coated lens in synchro shutter speeds to 1/200 • Optical view finder • Auto. film transport • Complete with case and flash gun.

Plastic Gadget Bag

List $2.00 — **1.19** — Post., ins. 25c

8½ long, 2¼ wide, 6¼ high • Outside Pocket 5"x½"x½"x 4¼" • Made of strong Plastic • Adjustable shoulder strap • Color dark brown

PLASTIC GADGET BAG

List $4.95 — **3.49** — Post., Ins. 30c

Measures 10" long x 3½" wide 8¼" high • Outside pocket 6¼" 1 1½" x 5½" • Made of heavy plastic • Adjustable shoulder strap • Color tan.

Trojan Pro Bag

List $15.00 — **10.95**

Measures 12½ long x 5¼ wide x 8½ high • Made of strong plastic • Adjustable shoulder straps • Color brown. Postage and ins. 50c

4 x 5 TRIAN PRINTER

List $7.95 — **4.95**

Takes negatives from 35mm to 4 x 5 • All steel construction • On and off switch • Complete with Ruby bulb. Postage and ins. 50c

2x2 and 2¼x2¼ Desk Viewer

List $6.50 — **3.95**

For 2 x 2 and 2¼ x 2¼ slides • Plugs in 110 volt on-off switch • Large optical ground magnifying viewing lens Postage and ins. 50c

TROJAN SR. TILT TOP

List $1.60 — **1.09** — Post., ins. 20c

Fits all standard cameras and tripods • Camera platform 1½" diameter base diameter 1¼" height 2¼" • Pans 360° Tilts 90° • Locks securely.

Trojan Jr. Tilt Top

List $1.00 — **69c** — Post., ins. 15c

• Fits all standard cameras and tripods • Camera platform 1" base diameter 1", height 2" wt. 2 oz. • Pans 360°, tilts 90° • Locks securely.

METAL LENS CAPS

List $1.20 — **59c** each — Post., Ins. 10c

All metal slip on lens caps with self-adjusting fitting.

Size mm	Size mm	Size mm	Size mm
1-15.5	17-33	27-44.5	32-52.5
2-16	20-36.5	28-46	34-55.5
4-18	21-37	29-47.5	36-58.5
10-23.5	24-41.5	30-49.5	37-60
12-26	26-42.5	31-50.5	39-63.5

2x2 Glass Binders for Ready Mounts

List $2.00 — **1.49** — Post., ins. 15c

Box of 20 glass binders • Cardboard Mount is inserted between 2 pieces of thin glass and then inserted in aluminum frame

MINOLTA AUTOCORD

List $99.50 — **63.50** used — Post., ins. 75c

F3.5 coated anastigmat lens • F3.2 matched viewing lens • In synchro shutter with speeds up to 1/400 • Automatic film transport • Helical focusing to 3 ft. to infinity.

TDC Headliner 303

List $54.50 — **36.50** used — Post., ins. $1

For 2 x 2 and Bantam slides • 300 watt bulb a blower cooled • Automatic semimatic slide changer • Complete with carrying case.

8mm KODAK BROWNIE

List $29.95 — **18.95** used — Post., ins. 75c

F2.7 coated lens • Springmotor drive • Built in exposure guide • Footage indicator • Eye-level finder with close up indicator.

	List	Used
Equipped F1.9	$46.75	$29.95
Turret 3—F1.9 lenses	79.95	$64.50

Weston Master II

List $31.50 — **18.95** — Post., ins. 35c

• Brand new meter in original package • Works both indoors and outdoors. • For both black and white and color • Ideal for both movie and still photography.

135mm ARGUS C3

F4.5 Telephoto Lens

List $49.95 — **39.95** — Post., ins. 75c

A fine 135mm F4.5 coated telephoto lens for use with Argus C3 • Has focusing mount • Easy to attach to camera. This lens is corrected for color

TRIAN Lift Tripod

List $18.00 — **10.95** — Post., ins. 25c

3 Section aluminum tripod • Collapses to 28" extends to 72" • Geared elevator raises and lowers with crank • Tilt top handle controls both pan and tilt.

ROYAL ENLARGER

List $36.00 — **25.75** — Post., ins. $1

Takes all negatives from 35mm to 2¼ x 3¼ • Precision rack and pinon focusing • Equipped with

	List	
50mm F4.5 lens	$51.50	$38.75
90mm F4.5 lens	$54.50	$41.95

ENLARGER HELMETS

Made of transparent plastic • completely encases the enlarger head and protects it from dust and dirt.

23" x 36"	36" x 36"	33" x 50"
$1.19	$1.79	$2.19

Postage and ins. 30c

2x2 TRAYS FOR TDC AND VIEWLUX PROJECTORS

For use with both T.D.C. and viewlux auto. slide changers • Made of strong bakelite.

Lots of 6	$2.59	Lots of 12 $4.89
Postage and ins.	35	50

TROJAN CLAMP POD

List $3.95 — **2.99** — Post., ins. 30c

Clamps on fences, furniture and etc. • Tilt head tilts 90° • Swivels 360° • Can be screwed on tripod head • Measures 4½" x 3"

CUT FILM HOLDERS

Precision made of wood and metal • Double cut film holders.

	List	
2¼ x 3¼	$3.85	$3.08
3¼ x 4¼	$3.99	$3.20
4 x 5	$4.12	$3.30
5 x 7	$4.71	$3.77

Post. & ins. Lots of 3—50c

2x2 Airequipt Trays

Genuine Airequipt trays • All metal construction • For use with Airequipt automatic slide changer.

Lots of 3	$5.40	Lots of 6 $10.13
Postage and ins.	25	50

35mm MINOLTA "A"

List $49.95 — **32.50** — Post., ins. 75c

F3.5 coated anastigmat in synchro shutter with speeds to 1/300 • Combined coupled range and view finder • Automatic film wind

8mm WIDE ANGLE AND TELE. LENSES

These well corrected coated lenses fit all standard 8mm cameras with D mount

7mm	$13.75	1½ F3.2	$ 9.95
6.5mm	$23.50	1½ F2.5	$13.95
1½" 3.5	$ 6.95	1½ F1.9	$18.95

Postage and ins. 50c

8mm B & H Wilshire

List $39.95 — **23.50** used — Post., ins. 75c

Equipped F2.5 coated anastigmat lens • Strong spring wind large optical view finder • Built-in exposure dial • Drop-in loading.

CONQUEST LIFT TRIPOD

List $19.95 — **15.96** — Post., ins. 75c

3 section aluminum tripod collapse to 28", extends to 72" • Geared elevator raises and lowers with crank • Tilt top has tilt control and individual pan lock • Locks securely.

35mm ARGUS C3

List $66.50 — **39.50** used — Post., ins. 75c

F3.5 coated anastigmat lens • Synchronized shutter • Coupled range finder and optical view finder • Complete case and flash gun.

8mm DELUXE EDITOR

List $45.00 — **29.95** — Post., ins. 75c

Deluxe action editor large bright screen • With framer and focuser • Foldaway arms holding 400 ft. reels • Automatic splicer mounted on metal base with carrying case.

2x2 Arrow Viewer

List $4.95 — **3.96** — Post., ins. 20c

Takes 2 x 2 and Bantam slides built-in illumination • Slide turns on illumination large viewing lens adjustable magnification • Uses D Batteries • Supplied with batteries.

2x2 ARCADIA VIEWER

List $4.95 — **3.69**

For 2 x 2 Bantam and film strip • Built-in illuminat on • Uses 2 "D" batteries • Viewer folds flat for easy carrying. Postage and ins. 25c

TROJAN RANGE FINDER

List $4.25 — **2.99** — Post., ins. 25c

Precision made range finder • With foot to fit into standard accessory clip • Large easy to read dial • Super imposed image • Simple to use.

Straight Edge Trimmer

Board is hard rock maple • Guaranteed against warping • Heavy duty cutting knife that can be sharpened • Adjustable trimming

List 8" $6	10" $7	12" $9	15" $17
$4.45	$4.95	$6.75	$12.75
Post. 50c	Post. 65c	Post. 75c	Post. $1.00

2x2 Deluxe Viewer

List $3.50 — **1.95** — Post., ins. 20c

For 35mm and Bantam slides • Made of moulded shatter proof plastic • Optically ground lens in focusing mount • Gives large undistorted picture

METAL CASE for 12—2x2 TRAYS

List $5.95 — **4.95** — Post., ins. $1

Dust proof protection for 12 2 x 2 TDC, viewlux or airequipt trays

Viewlux or T.D.C.	Airequipt
List $17.95	List $32.95
$10.95	$25.95

CENTRAL'S MONEY-BACK GUARANTEE

If for any reason you are dissatisfied with any article purchased from us after a trial of 10 days, we expect you to return it to us. We will then exchange it for exactly what you want or refund your money.

Send for **FREE BARGAIN LISTS** Save Money

CATALOG FREE WITH AN ORDER OF $3 OR MORE

or

SEND 25c FOR YOUR COPY. MONEY REFUNDED ON FIRST $3 ORDER

Come in or order by mail

CENTRAL CAMERA COMPANY

Dept. P-19 230 SO. WABASH AVE.
CHICAGO 4, ILL.

SLASH YOUR 35mm FILM COST...

RELOAD YOUR OLD CARTRIDGES with BULK FILM

Using The Original

$11.95

WATSON

35mm "DAYLITE" BULK FILM LOADER

- RELOAD YOUR FILM CARTRIDGES WITH BULK FILM FOR *LESS* THAN A CENT 'A SHOT
- LOADS FROM ANY 35MM BULK FILM COLOR OR B&W

  UNSPOOLED—402 Kodak, Eastman or DuPont wooden Cores.

  SPOOLED—Any 100 ft. roll up to 3¼" diameter, i.e.: Eyemo No. 408, De Vry, Ansco 100 ft. color.
- NO DARKROOM NECESSARY! Load in full daylight
- NO WASTE SHOTS to finish roll! Load 1 to 36 exposures
- SCRATCH-PROOF! Loader never touches picture area
- Loads EASTMAN, ANSCO, DU PONT Cartridges
- Loads LEICA, CONTAX, EXACTA, Cassettes, etc.
- AUTOMATIC FRAME COUNTER
- Use Bulk Film & Save.

MONEY-BACK GUARANTEE . . . $11.95

See your dealer or write Dept. PP

BURKE & JAMES, Inc. 321 S. Wabash Av. CHICAGO 4, ILL

Now view your slides NATURALLY with both eyes

Bi-Lens 35

single slide viewer

See your 35mm and 828 slides—as never before!—with new Bi-Lens "35". Two-lens precision viewing eliminates eye-strain, distortion and disturbing objects. You see only the picture... in new depth and detail, big 5x magnification. A thrilling new way to view slides.

$4.95

Sawyer's Inc., Portland, Ore.

At camera counters everywhere

4 Special Effects

(*Continued from page 85*)

of the eyes. Print development was normal. The picture was taken with a 4x5 Graphic View camera and 8-inch Ektar *f*/7.7 lens.

The picture that looks as though it were drawn with chalk on a blackboard was made by a complex process of repeated copying of the negative on high-contrast film, and printing a negative and a positive together in the enlarger, a bit out of register.

Robert A. Robinson made the original photograph in the old section of Bergen, Norway, using a Rolleiflex, and Super-XX film, at 1/50 second, *f*/8. Then he made an enlarged positive—about 5x7 inches—on Agfa High-Contrast film (a European material comparable to Ansco Process, Du Pont Process Pan, or Kodak Contrast Process Pan, available in the U. S.). He then contact-printed that positive seven times, increasing the degree of contrast with each step. Then he selected two versions, a near-normal positive and a very contrasty negative, to be sandwiched together and contact-printed twice more. At last he had the "negative" from which the final print was made. Obviously, such experimentation has limitless possibilities, and many variations are possible.

The remarkably distorted basketball picture was made by Ralph Mills, Jr. at Raleigh, N. C., during a game between North Carolina State College and Wake Forest. Mills, a professional photographer working in the Visual Aids Department of N. C. State, was using an Exakta 66, a single-lens reflex which permitted him to see each shot before he made it. Nearby was a movie cameraman using a 16-mm outfit and an anamorphic Cinemascope lens. Mills borrowed it, held it in front of the Exakta lens, and studied the effects it gave him. This angle, accentuating the already extreme height of the players, was intriguing, and he made the picture at 1/250 second, *f*/8, on Tri-X film. The resulting negative was printed straight in the enlarger.

Naomi Savage, a young professional who lives in Lambertville, N. J., used her sister Elaine as a model for the unusual close-up portrait. The original picture was made with a 4x5 Burke & James press camera which has a 5½-inch Aldis Anastigmat *f*/6 lens; exposure on Super Panchro-Press Type B film was 1/10 second at *f*/11. Beginning with the normal negative, Miss Savage employed two different special-effect techniques. Only a small portion of the negative was used; it was thrown out of focus in the enlarger, and a Du Pont Type F texture screen was placed over the paper in the easel. From the resulting print a paper negative was made (simply a reversed copy made face-to-face with the positive), and the final print was made from that.

These are only four of the almost infinite number of effects that can be created in the camera or in the darkroom, transforming the "commonplace" photographic image into something bizarre and wonderful. Add these techniques to your store of special-effect knowledge, and make your own experiments.—

35mm CAMERAS

	NEW	USED
Argus C3, case and flash	$66.50	$30.95
Con-Sol CZ, F.2	124.95	
Canon with 50mm Zunow F:1.1	485.00	291.00
Canon IV-S2, F:1.9 Rfdr.	285.00	107.00
Contaflex II, F:2.8 Meter	179.50	100.95
Contax II, Sonnar F:2		70.25
Contax III, Sonnar F:2		76.00
Contax IIA with 50mm Zunow F:1.1	469.50	293.70
Contax IIA, Sonnar F:2	298.00	131.00
Contax IIIA with 50mm Zunow F:1.1	499.50	323.70
Contax IIIA, Sonnar F:1.5	346.00	174.00
Exakta VX with 50mm F:1.5 Angenieux	279.50	167.70
Kodak Bantam Special F:2		61.00
Kodak Pony F:4.5 synch	29.75	10.75
Kodak Signet, Ektar F:3.5 Rfdr	75.00	38.50
Kodak Retina IIA, F:2 Rfdr	127.50	65.50
Kodak Retina IIC, F:2.8 MX	139.00	80.00
Kodak Retina IIIC, F:2 Ex. Met.	190.00	109.75
Leica IIIA, F:2 Rfdr		73.75
Leica IIIC, F:2, Rfdr		93.50
Leica IIIF with 50mm Zunow F:1.1	479.50	263.70
Leica IIIF with 50mm F:1.2 Fuji	389.50	221.70
Leica IIIF, Elmar F:3.5	237.00	122.95
Leica IIIF, F:2	336.00	140.95
Leica M3, camera only	288.00	149.50
Leica M3 with 50mm Zunow F:1.1	594.50	356.70
Leica M3 with 50mm F:1.2 Fuji	479.50	287.70
Minox III, F:3.5 ctd.	119.00	60.95
Minox IIIS F:3.5 synch	139.50	72.95
Nikon S-2 with 50mm Zunow F:1.1	495.00	297.00
Praktina FX with 58mm Zeiss Biotar F:2	297.50	178.50
Ricoh 35, case & flash	59.50	33.25
Robot Royal, F:1.9, Rfdr	295.00	131.75
Robot 'Star' F:2.8 MX synch.	79.00	
Super D with 50mm F:1.5 Angenieux	269.50	161.70
Voigtlander Prominent F:2	220.00	97.50
Voigtlander Prominent F:1.5	270.00	134.95
Voigtlander Vitessa L, F:2.8	139.50	81.50
Voigtlander Vitessa, F:2	127.50	69.50
Voigtlander Vito IIA F:3.5	54.50	30.75

SLIDE PROJECTORS

Argus 300, case	37.50	
AO 300W, autom., case	59.50	27.75
AO 500W, autom., case	74.50	40.50
Brumberger 2¼x2¼ & 35	39.95	
LaBelle 55, autom., 500W	79.50	42.25
Revere 444, 300W, case	69.50	26.50
Revere 555, 500W, case	89.95	56.75
Revere 888, 500 W autom., case	144.50	75.95
TDC 'Headliner' 300W, Selec.	49.99	16.75
TDC deluxe 'D' 300W, Selec	67.50	27.75
TDC Duo 2¼x2¼ & 35, 300W	67.50	27.75
TDC Stereo Project-or View	144.50	75.25
Viewlex Project-O-Matic	69.95	42.50

REFLEX & ROLLFILM CAMERAS

Exakta 66, Tess F:2.8	319.50	174.95
Graflex B.R.B. 2x3, F:4.5		36.00
Graflex B, 3x4, F:4.5		30.00
Graflex Super D 3x4, autom.	289.50	96.00
Kodak Chevron, F:3.5 Rfdr	198.50	114.50
Kodak Medalist, Ektar F:3.5		50.95
Kodak Medalist II, Ektar F:3.5		99.50
Mamiya flex Auto, F:3.5 ctd	68.00	
Master Reflex, F:3.5 ctd	185.00	66.00
Minolta Autocord, F:3.5	99.50	55.75
Primaflex, Tessar F:3.5 ctd		91.00
Ricohflex F:3.5 ctd	29.95	17.50
Rolleicord IV, Xenar F:3.5		61.95
Rolleicord V, Xenar F:3.5 MX	134.55	72.50
Rolleiflex Auto, Tessar F:3.5		84.95
Rolleiflex Auto, Xenar F:3.5		71.95
Rolleiflex Standard, Tess F:3.5		46.00
Super Ikonta A, Tess 3.5	99.00	40.00
Super Ikonta B, Tess 2.8	139.00	61.75
Super Ikonta BX, Tess 2.8	163.00	75.95
Super Ikonta C, Tess 3.5	114.00	54.95
Voigtlander Bessa II, Heliar 3.5	164.50	56.50

ELECTRONIC FLASH

U.S.C. Lifetime, A.C.	19.95	
Mighty Midget, batteries	59.95	32.50
FR, dry-cell batteries	54.95	31.75
Dormitzer, DBI, batteries	89.50	59.75
Heiland V, batteries	109.50	48.75
Heiland VII, latest D Pak	79.50	49.50
Heiland IV, wet-cell	369.50	184.00
Ultrablitz IV	69.95	46.00
Ultrablitz 'Matador'	99.50	65.00

8mm MOVIE CAMERAS & PROJECTORS

B & H 220, 10mm F:2.5	39.95	21.25
B & H Companion F:2.5	69.95	33.50
B & H 134 TA, Tri-lens F2.5	139.95	65.50
B & H Mag. 172 B F:1.9	164.95	86.95
B & H 172 C 7½mm F1.5 & 13mm F1.4 & 2½" F1	314.50	188.70
Cine Kodak Mag. F:1.9	149.50	52.50
Cine Kodak Brownie F:2.7	29.95	17.50
DeJur Fadematic, Mag. F:2.5	127.50	49.75
Revere 88, F:2.5	74.50	28.25
Revere Mag. F:2.5	99.50	46.00
Revere 80, F:2.5	97.00	39.50
Revere 84, Turret, F:2.5	122.50	45.00
Vistascope 8mm	75.00	39.95
Wollensak 53, roll, 3 lenses	199.50	126.50
Wollensak 23, Mag. 3 lenses	239.50	131.50
B & H 253 'Monterey' 500W	79.95	42.25
B & H 'Regent' 500W case	159.95	87.00
DeJur 750, case	159.50	69.25
Keystone K 100 latest, case	99.50	55.75
Keystone K95M, wide-field	129.50	63.50
Keystone K 109, splicer, case	169.50	70.25
Kodak Brownie, case	62.00	34.25
Revere 85, 500W, case	114.50	45.50

16mm MOVIE CAMERAS & PROJECTORS

B & H Autoload, Mag. F:2.5	174.95	57.50
B & H 70D, Turret, F:1.9		116.00
B & H 70DL, Turret F:1.9	365.00	206.00
B & H 70DR, F:1.9, latest	385.50	
Bell & Howell 70-DR 10mm F:2.2 & 1" F:0.95 & 3" F:1.5	474.50	284.70
Bell & Howell 200-T 10mm F:2.2 & 1" F:0.95 & 3" F:1.5	399.50	239.70
Cine Kodak Mag. 16, F:1.9		52.25
Cine Kodak Model 'K' F:1.9		59.00
Cine Kodak K100, F:1.9	269.00	166.50
Cine Kodak Royal, F:1.9	179.50	86.00
Keystone K50 Mag. F:2.5	129.50	59.00
Mansfield F:2.5, 100'	38.75	
Pathe Super 16, F:1.9	511.00	215.00
Revere Mag. 16, F:1.9	182.50	67.00
Victor III, F:2.5, 100'		32.00
Victor IV, Turret W.I lenses	278.00	91.50
Vistascope 16mm	125.00	69.00
B & H Optimat 750W case	299.85	154.00
Keystone K161, splicer, case	169.50	72.50
Kodascope Royal, 1000W	275.00	166.50
Revere 48, 750W	160.00	69.95
R.C.A. Jr sound proj.	450.00	226.00
R.C.A. Model 40, Sound	520.00	107.00
B & H 285C, Sound	449.95	246.00
B & H 202C, magnetic sound	719.50	442.00

grand central camera

Dept. P7 • ONE East 43rd STREET NEW YORK 17, N. Y.

grand central camera SUPERMARKET

where reliable service backs up the huge savings!

NO DOWN PAYMENT!

Now you can afford the finest equipment in the world with no down payment and as little as $4.00 a month to pay! Don't let lack of cash keep you back. Order today!

HUGE SELECTIONS!

Choose from one of the largest camera and lens selections in the world. Every domestic and imported brand, every possible kind of photographic equipment, at prices you'll find unbeatable!

SUPER TRADE-INS!

Your used photographic equipment can bring a price you've never dreamed of! Don't trade until you write us for a fast estimate and a fat price!

TRADE-IN YOUR OLD LENS FOR THE NEWEST, FASTEST!

YOUR OLD LENS		Fujinon 35mm f2 179.50 List	Zunow 50mm f1.1 450.00 List	Fujinon 50mm f1.2 299.50 List	Canon 50mm f1.2 250.00 List	Nikkor 85mm f1.5 299.50 List	Canon 85mm f1.5 [illegible] List	Angenieux 135mm f2.5 179.50 List
Leitz	35mm f3.5 Summaron	+ 90.00	290.00	190.00	150.00	190.00	139.00	90.00
Canon	35mm f2.8 Serenar	+ 90.00	290.00	190.00	150.00	190.00	139.00	90.00
Nikon	35mm f3.5 Nikkor	+ 90.00	290.00	190.00	150.00	190.00	139.00	90.00
Leitz	50mm f1.5 Summarit	+ 40.00	260.00	140.00	100.00	140.00	89.00	40.00
	50mm f2 Summicron	+ 40.00	260.00	140.00	100.00	140.00	89.00	40.00
	50mm f2 Summitar	+ 80.00	30.00	180.00	140.00	180.00	129.00	80.00
Nikon	50mm f1.4 Nikkor	+ 30.00	250.00	130.00	90.00	130.00	79.00	30.00
Canon	50mm f1.8 Serenar	+ 70.00	290.00	170.00	130.00	170.00	119.00	70.00
	50mm f1.5 Serenar	+ 50.00	270.00	150.00	110.00	150.00	99.00	50.00
	85mm f1.9 Serenar	+ 80.00	300.00	180.00	140.00	180.00	129.00	80.00
Leitz	90mm f4 Elmar	+ 80.00	300.00	180.00	140.00	180.00	129.00	80.00
	135mm f4.5 Hektor	+ 60.00	280.00	160.00	120.00	160.00	109.00	60.00
Nikon	135mm f3.5 Nikkor	+ 60.00	280.00	160.00	120.00	160.00	109.00	60.00

EXAKTA VX 1956 MODELS

Famous 35mm Single Lens Reflex Cameras, with Focal Plane Shutter, and all of the other exclusive features. All cameras with Penta Prism and Rangefinder. If Waistlevel Viewfinder is desired, deduct $25.00 from the following prices:

EXAKTA VX WITH	New List Price	Demonstrator Excellent Condition	Used
50mm f3.5 Carl Zeiss Tessar	286.50	119.50	99.50
58mm f2 Carl Zeiss Biotar Pre-Set	298.00	179.00	149.00
50mm f1.5 Angenieux Pre-Set	416.50	299.00	192.00
50mm f2.8 Carl Zeiss Tessar Pre-Set	326.50	189.50	139.50
40mm f3.5 Macro-Kilar	229.50	189.50	155.00
58mm f2 Carl Zeiss Biotar Automatic	382.00	254.50	199.00
50mm f1.9 Schneider Xenon Automatic	398.70	259.00	195.00
50mm f2 Westagon Automatic	336.50	219.50	159.50
50mm f2.8 Westanar Automatic	296.50	179.50	139.50
50mm f1.9 Steinheil Quinon Automatic	398.70		

Ask for our free complete Exakta Price List for new and used Exaktas, hundreds of lenses and accessories.

SALE! FRESH FILM

No Reloads
Latest 1956 & 1957 dating.
All in original packaging.

Kodak

KODACHROME

	List	Sale
K135 20 Exp.	$1.85	$1.35
K135 36 Exp.	2.60	1.89
K828	1.00	.75
No. 369 8mm Roll Film	3.75	2.85
No. 117 8mm Magazine	4.65	3.59
No. 355 16mm Roll Film 100'	10.40	7.99
No. 382 16mm Magazine	6.95	5.35

KODACOLOR

	List	Sale
127	1.10	.89
120	1.25	.92
620	1.25	.92

EKTACHROME

	List	Sale
E135 20 Exp.	1.80	1.36
E828	1.00	.75
E120	1.25	.92
E620	1.25	.92

Please indicate if indoor or outdoor film is desired.
Complete price lists available on all types of film (roll film, film pack, cut film) for all types of cameras (domestic and foreign).
We have in stock for immediate delivery Kodak, Anscо, Polaroid, Adox, and other makes.

SELECT YOUR NEW CAMERA—WITH ANY LENS LISTED!

		Camera Box Without Lens	Summicron 50mm f2	Summarit 50mm f1.5	Zunow 50mm f1.1	Canon 50mm f1.8	Nikkor 50mm f1.4	Nikkor 50mm f2	Elmar 50mm f3.5
LEICA M-3	NEW	288.00	447.00	468.00	579.50	319.50	369.50	324.50	348.00
	Used	172.80	268.20	280.80	347.70	191.70	221.70	194.70	208.80
LEICA IIIF	NEW	180.00	376.00	357.00	499.00	239.00	289.50	249.00	237.00
	Used	108.00	201.60	214.20	299.40	143.40	173.70	149.40	142.20
CANON IVS	NEW	164.00	249.50	269.00	464.00	219.50	264.00	224.50	169.50
	Used	98.40	149.70	161.40	278.40	131.70	158.40	134.70	101.70
NIKON S2	NEW	195.00	—	—	499.00	—	345.00	299.50	—
	Used	117.00	—	—	298.40	—	207.00	179.70	—
CONTAX IIA	NEW	179.00	—	—	479.00	—	269.50	234.00	—
	Used	99.40	—	—	279.40	—	153.70	132.40	—
CONTAX IIIA	NEW	209.00	—	—	514.00	—	293.00	258.00	—
	Used	116.20	—	—	298.00	—	165.40	144.40	—

ROBOT ROYAL "36"

329.95

With Zeiss Sonnar 50mm f2 Power Driven. Double frame 35mm takes 10 sequence shots per winding. Coupled range viewfinder, MX sync, shutter speeds to 1/500.

With Schneider Xenar f2.8—229.95

ARGUS C-4

42.65

35mm camera with f2.8 coated lens, coupled range finder, built-in flash synchronization. List price $89.50 Used

Argus C-3 used	32.95
135mm f4.5 Tele Lens For Argus C-3	39.95

MAGAZINES AND TRAYS FOR SLIDE PROJECTORS

for TDC Project., Reg. ea. 1.50	Spec., 10 for 4.75
for Aiequipt Changer, Reg. ea. 2.25	Spec., 10 for 10.65
for Revere Project., Reg. ea. 1.49	Spec., 10 for 7.40
for Viewlex Project., Reg. ea. 1.50	Spec., 10 for 4.75
Port. File Cab. for 12 Trays, Reg. 14.95	Spec. 7.95
Port. File Cab. for 24 Trays, Reg. 28.00	Spec. 12.95

ConSol—1956 MODEL

129.50

Brand new. Also known as Contax D, Pentacon, Hexagon, etc. Penta-prism. Shutter to 1/1000. 58mm f2 Biotar Pre-Set.

58mm f2 Steinheil Quinar Automatic	199.95
50mm f1.9 Schneider Xenon Automatic	214.95
Pentacon with Automatic Westenar f2.8*	129.50
Pentacon with Automatic Westagon f2	149.50
Pentacon with Automatic Xenon f1.9	222.50

Type on request, complete price list of Contax Super D, Penta-Con, Contax D, new & used, with without lenses, incl. acces.

LEICA M3—LATEST

$268

With f2 coated Summicron, coupled rangefinder, flash synchronization. Used

Trade your Leica III F for new M-3 for additional 140.50
Complete price list available for Leica lenses and other equipment at money saving prices!

EXA—1956 MODEL

34.95 BODY ONLY

Single lens reflex uses all Exakta lenses and accessories.

with 50mm f1.5 Zeiss Tessar AND 100mm f4.5 Tele	84.95
with 50mm f2.8 Westner	42.50
with 50mm f2.8 Westenar Automatic	104.50
with 50mm f2.8 Tessar Automatic	124.50
with 50mm f2 Westagon Automatic	124.50
with 50mm f2 Biotar Automatic	170.00
with 50mm f1.9 Xenon Automatic	184.50

Complete price list on Exa available upon request.

PRAKTIFLEX AUTOMATIC

86.95

With 50mm f2.8 Automatic Westenar 35mm single lens reflex, focal plane shutter speeds to 1/500. Built-in sync. flash, strobe. Coupled automatic film transport and shutter cocking. Used

Praktiflex with 50mm f2 Auto Westenar	119.50
Prismatic eye level finder	12.50
Everready carry case	8.50
Microscope adapter	10.95
Bellows extension	12.95

CONTAFLEX

99.00

Single lens reflex eye-level prism camera with ground glass rangefinder, automatic diaphragm. With Zeiss Tessar f2.8 lens, synchronized, used

Telephoto and Wide Angle lenses, close-up lenses and attachments available. Money-saving price list free upon request.

PRAKTINA FX

NEW 297.50 **139.50** USED

with Pentaprism eye level viewfinder AND split-image rangefinder and 58mm f2 Zeiss Biotar lens with FULLY AUTOMATIC DIAPHRAGM.

The new Praktina FX is the most advanced 35mm precision single lens reflex camera in the world. Free literature and complete listing of new and used Praktina FX cameras with hundreds of lenses and accessories is available. Ask for yours today.

WE BUY CAMERAS
Highest cash prices paid for your camera, lenses and equipment.

grand central camera

Dept. P7 • ONE East 43rd STREET • NEW YORK 17, N. Y.

1. 30-Day Absolute Money-Back Guarantee!
2. Written Full Year Guarantee!
3. 5-Year Service Guarantee!

COLOR REVOLUTION

(*Continued from page* 57)

rolls are to be processed over any period of time, discard the developer after use.

Temperature control is important. The developer must be kept at 75 degrees, plus or minus ½ degree. This can be accomplished by using an accurate thermometer and a water bath for the developing tank. A stainless-steel tank is easier to control by means of a water bath than a plastic tank, but the latter tends to keep solutions at a more constant temperature.

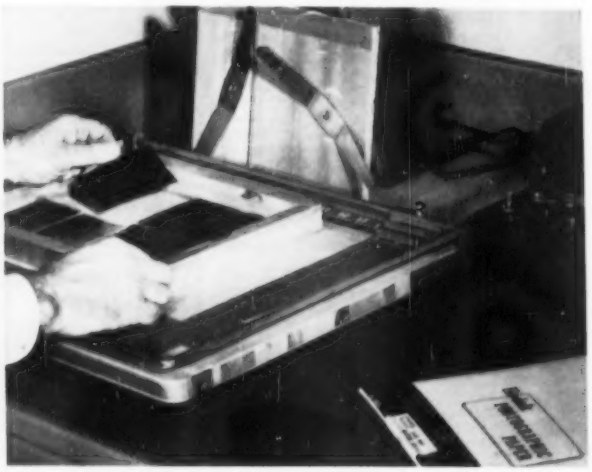
Agitate the film vigorously for the first 15 seconds after the developer is poured into the tank. Thereafter, agitate every 20 sec through 12-min development.

Kodacolor stop bath is poured in and the film is agitated vigorously for 15 seconds and then at 20-second intervals. Total time in the stop bath is four minutes. Follow the same agitation pattern for the hardener step, which takes another four minutes. After this step, with a total elapsed time of twenty minutes from the time development started, the following steps can be carried out in the light: a wash in running water for four minutes; a bleach for six minutes; another four-minute wash; an eight-minute fix in the same hardener solution used for step three; and a final wash in running water for eight minutes. Bathe in dilute wetting-agent solution for a minute and hang up to dry.

The temperature range for all solutions except the developer is from 73 to 77 F but developer must be at 75 F.

Avoid excessive heat while drying. Until the film is completely dry, it will have the characteristic orange cast of Kodacolor negatives, but when dry, it will be transparent. Use protective sleeves to preserve the negatives until making important prints; proofing can be done with the negatives in the sleeves. Black-and-white proofs can be made from Kodacolor

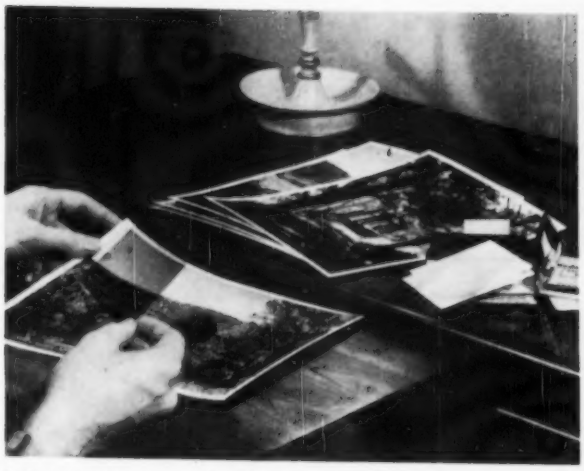
1 Processed Kodacolor negatives should be cut apart and put in transparent sleeves for protection. Contact proofs can be made with the negatives in sleeves, but they should be removed when making enlargements.



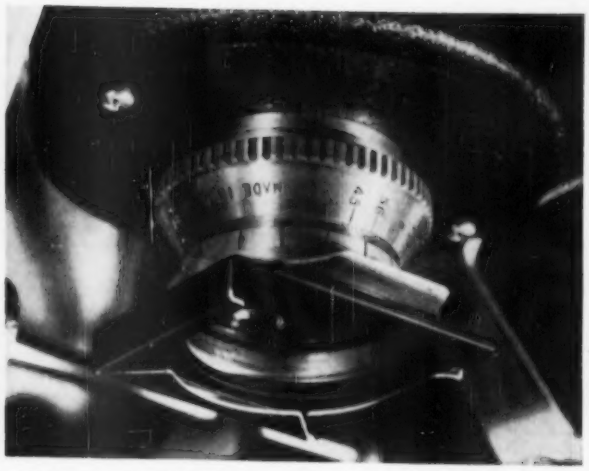
2 Proof sheets can be made cheaply and easily by contact-printing several negatives at one time on one sheet of paper. These can be judged for exposure and proper color balance before making final enlargements.

3 Kodak Color Print Material Type C is exposed under same light source used to make final enlargements. Studying contact sheets will indicate any needed changes in exposure or color-compensating filters.

4 Color-printing material must be stored in cool place for maximum stability. A handy place in which to keep unexposed material is the family refrigerator. Proper storage temperature is about 50 degrees F.



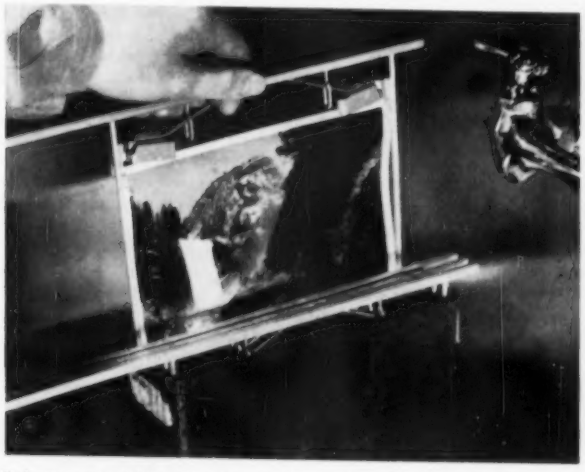
5 Color balance may be determined by viewing the trial contact prints through color-compensating filters. Proper filter is complementary color of the one used for viewing, with 50 percent of its density.



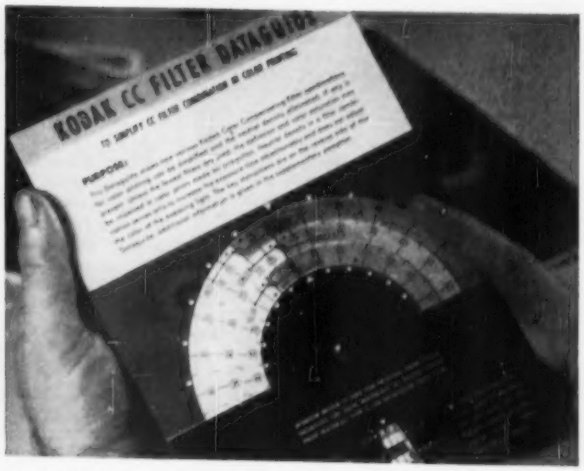
6 Color-compensating filters may be placed under the enlarging lens but for best results use a filter between the light source and the negative carrier. Some enlargers have color heads to hold color filters in place.

7 Color prints can be processed in tray like any other print. The tray with the developer is placed in larger tray containing water at required temperature of 75 degrees for accurate temperature control.

8 Three prints at a time can be developed in a tray by shuffling prints, interleaving them continually in the developer. It is important to use rubber gloves to protect the skin from contact with the developer.



9 Large quantities of prints can be processed in tanks by using clip-type holders. Up to thirty prints can be developed at the same time in a 3½-gallon tank. Color prints dry warmer and slightly lighter.



10 Kodak Color Compensating Filter Dataguide can be used to determine suitable combinations of color compensating filters for print making, simplifying the choice when judging contact sheets for proper color.

TAKE MORE MOVIES FOR LESS MONEY

Buy In Quantity and Save!

8MM-16MM REVERSAL FILM

- Free Processing Included
- Panchromatic
- Fully Guaranteed
- Exposure Guide Included
- 48 Hour Processing Service

	Each	Lots of 6, each	Lots of 12, each
8/8mm 25 Ft. Spool..	$1.49	$1.25	$1.05
16mm 50 Ft. Mag....	2.25	2.00	1.75
16mm 100 Ft. Spool.	3.25	3.00	2.75

Please Add Postage. Orders Filled Same Day.

8MM-16MM COLOR FILM

- Free Processing Included
- Fully Guaranteed
- Indoor or Outdoor

	Each	Lots of 3, each	Lots of 6, each
8/8mm 25 Ft. Spool..	$2.99	$2.75	$2.50
16mm 50 Ft. Mag....	4.69	4.45	4.25
16mm 100 Ft. Spool.	8.39	8.00	7.50

Specify Indoor or Outdoor. Please Add Postage.

SPECIAL-OF-THE-MONTH EXPOSURE METER

With Photo Electric Cell

For Movie and Still Cameras. ASA Ratings to 800. GUARANTEED!

$25.00 Value **$6.75** Postpaid

Leather Case and Chain 50c

Order Today! Satisfaction Guaranteed!

Write for FREE 52 page catalog on Bulk Film, Home Processing Supplies and other movie-making supplies.

SUPERIOR BULK FILM COMPANY

Dept. 7-P, 442-50 N. Wells St., Chicago 10, Ill.

MAIL IN YOUR KODACHROME

- Save Days Going and Coming
- Save Yourself Double Trouble
- and Save Money, Too

$1.25 prepaid 20 exp. roll

Yes, you can continue to enjoy all the advantages of having your Kodachrome processed by *mail*—and save money as well as time. Drop your film in any mailbox . . . it comes direct to us . . . and your mounted transparencies are rushed back direct to you. No parking, no walking to take it in or pick it up, no waiting, no delays. And a 20-exposure roll, in heat-sealed cardboard mounts, is only $1.25 prepaid. Prices for other lengths and stereo pairs correspondingly low.

For your initial supply of FREE MAILING BAGS, complete color and black-and-white price list, together with our COUPON DISCOUNT PLAN for even greater savings, send in the coupon below.

SEND FOR *FREE* MAILING BAGS

ROCHESTER LABORATORY

Rochester 1, N. Y. (Dept. P-7)

NAME

STREET

CITY ZONE STATE

negatives by placing them on a sheet of enlarging paper in a print frame and using the enlarger as a light source.

Prints in color are made on Kodak Color Print Material, Type C. This is a paper-base material, slightly heavier than regular black-and-white paper and coated with three emulsions: a blue-sensitive next to the paper base; a green-sensitive; and a red-sensitive emulsion on top. It is available in one contrast and one surface in the usual paper sizes and can be handled very much like black-and-white paper.

It is possible to control density by varying exposure, to control tone by using a filter over the enlarging lens, and to dodge and crop. However, there are certain rules common to all color work which must be followed for best results. These require strict adherence to mixing and processing instructions, accurate timing of all exposure and processing steps, and chemical cleanliness.

Store unexposed paper at 50 degrees or less for best stability. The kitchen refrigerator is a good place.

Type C print developing is done in a process called P-122. Total time is 42 minutes, with the first 18 minutes under darkroom conditions. A Wratten Series 10 safelight can be used. The solutions used in printing have the same storage limitations as those used for film processing but this is not as serious, since solutions are generally discarded after each printing session.

It is important that processing solutions be kept away from the skin, as pointed out in instructions which accompany the chemicals. A tungsten light is best for exposing the paper as other light sources may require adjustments in the color of the light through use of filters.

The proper filters for best results with one's own equipment will have to be determined through trial and error. One filter which is always required is the Wratten #2B which is kept over the enlarging lens at all times, or, if the enlarger has a color head, between the light source and the negative carrier.

Additional filters are selected from color-compensating filters, available in six densities of six different colors: cyan, magenta, yellow, red, green, and blue. These filters not only adjust the light to print properly on the Type C paper, but can be used to change the color of a print. (See page 55 for an example of varying the color filters to produce "color toning.")

Correct exposure is determined by experimentation. With a typical enlarger set for an 8x10 print, ten seconds at f/8 might be a useful starting point. In addition to proper exposure, the proper filter pack will have to be found. The Wratten 2B is always required with perhaps a CC20M and CC10Y. Once this combination has been determined, subsequent exposures from that negative can be made easily. Changes in exposure due to changes in magnification are determined as for black-and-white prints.

An easy procedure is to make a number of prints by contact, using eight or more negatives placed on a single sheet of 8x10 paper. Use the enlarger as the light source, setting it at the same magnification as will be used for making final enlargements. By making a series of prints, exposed at 5, 10, 20 seconds, prints of proper density will be found on at least one contact sheet. This provides a guide to proper exposure of the enlargement. Needed color corrections can also be made from studying these proof sheets.

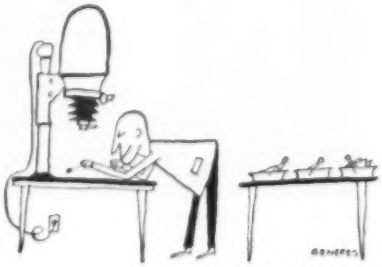
To judge a print for color correction, use a completely dry test print and view it through some of the color-compensating filters until the color in the light, middle tones appears satisfactory. Some filter or combination of filters can be found to produce the desired color. When the proper combination has been found, visually, take half the density of the filter used for viewing and choose the *complementary* color. This filter, when added to the filter pack, will give the desired color.

For example, when viewing the test print, say the desired results are seen through a CC20G filter. Take half the density, which is CC10, and choose the *complementary* color, in this case magenta, since it is the complement of green. Thus, the correct filter is the CC10M. Adding this to the filter pack we had before (CC20M and CC10Y) gives a new filter pack of CC30M and CC10Y (CC20M plus CC10M plus CC10Y). This will give prints of the desired color.

The reason for using half the visual density is that the paper has a high contrast. This may seem complicated at first but careful study of instructions will soon show that it is quite simple. A useful device for figuring the proper combination is the Kodak CC Filter Dataguide.

Processing the exposed paper is simple. Prints can be judged for density and color balance when the lights are turned on after the first fixing stage. Although the print dries warmer and slightly lighter, this check gives a fairly good idea of what the color print will look like. The best way to dry the prints is by hanging them in the air or with the emulsion side up on a table. Later, they can be resoaked and dried on a ferrotype tin or on a Kodak Dye Transfer Blanket, depending upon whether a gloss or matte finish is desired.

This process brings color from the laboratory to the amateur darkroom, making it possible for any photographer, with reasonable care and experience, to turn out high-quality color work. All the controls found in black-and-white work—dodging, cropping, toning—can be used to turn out work that has a truly personal touch. The first step in making color photography a truly universal medium available to all has been accomplished.—



The Perfect Retort

"My father can lick yours any day!" said Joey.

"My father can drive better than yours!" said Jimmy.

"My father used to be junior boxing champ!" said Joey.

This stumped Jimmy, but not for long.

"My father's got a HASSELBLAD camera!"

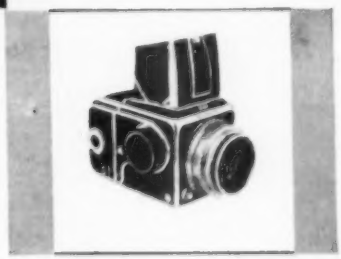
he exclaimed triumphantly.

Since the fathers of both boys are photographers, the discussion ended then and there, for both know that HASSELBLAD is the camera man's camera. With a HASSELBLAD in your hands no picture problem is difficult, no picture impossible.

In fact, HASSELBLAD squares you away for photographic achievements that are guaranteed to set you up as an example for the rest of your neighborhood to follow.

HASSELBLAD SWEDEN

Hasselblad 1000F 2¼ x 2¼ Single Lens Reflex . . . with interchangeable lenses, interchangeable roll film magazines, and other exclusive features. With Zeiss 80mm f/2.8 Tessar Lens, $379.50.



squares away for better pictures

Willoughbys, 110 West 32nd Street, New York 1, N. Y. Dept. P-3

LAST CALL!

THE 1956 POPULAR PHOTOGRAPHY

$25,000.00

In United States Savings Bonds (Series E) plus Trophies and certificates of award

INTERNATIONAL PICTURE CONTEST

SEPARATE PRIZES for Black-and-White, and for Color.

NO LIMIT on the number of entries from any contestant.

TRAVELING EXHIBITS to be shown in principal cities of the world.

RULES OF THE CONTEST

1 The Contest is open to all persons, except employees of POPULAR PHOTOGRAPHY, Ziff-Davis Publishing Company, and their families. CONTEST OPENS MARCH 6 and CLOSES JUNE 30, 1956.

2 **An entry fee of $1.00 must accompany each package** of pictures submitted. There is no limit on the number of pictures included in each package, or the number of packages submitted, but each package must contain its own entry fee. Entry fee may be paid by check or money order. Postage stamps not acceptable for entry fee.

3 There will be a Black-and-White Division and a Color Division; each will be judged separately. Any number of black-and-white prints, color prints, or color transparencies may be submitted by any entrant provided each package is accompanied by an entry fee of $1.00, in accordance with Rule 2, and in conformity with the following regulations: It is advisable to submit color prints and/or transparencies separately from black-and-white entries. There are no restrictions as to subject matter or size in either Division, although 5x7 or larger prints are preferred.

4 Prints may be either mounted or unmounted; this is optional with entrants. Be sure to print name and address on mounts of both black-and-white prints and color transparencies.

5 Pictures which have been published in, or accepted for publication or are under consideration by any photographic magazine other than POPULAR PHOTOGRAPHY or PHOTOGRAPHY ANNUAL are not eligible. Publication in any other medium does not make prints or color transparencies ineligible.

6 Each print or transparency must have secured to it a filled-in entry blank as provided here, or facsimile thereof. Please print or typewrite the information requested on the blank. Additional entry blanks are obtainable from photo dealers and finishers, or direct from the Contest Editor of POPULAR PHOTOGRAPHY if request is accompanied by a self-addressed and stamped envelope.

7 All prints and transparencies will be held for judging after June 30, 1956, and no entries will be returned until after announcement of the winners has been published in the December, 1956, issue of POPULAR PHOTOGRAPHY. Pictures which did not win prizes will then be returned as quickly as possible, provided that self-addressed and stamped envelope, or addressed label and postage were contained in the same package in which each lot of entries was sent. DO NOT SEND POSTAGE

SEPARATELY for return. The Contest Editor cannot enter into correspondence of any kind regarding entries, and no entry will be acknowledged unless accompanied by self-addressed, stamped post card.

8 Prize-winning pictures, including all reproduction and promotional rights, become the exclusive property of POPULAR PHOTOGRAPHY. All entrants who win prizes will be required to furnish original negatives before prizes are given, as well as model releases where necessary. All prize-winning negatives become the exclusive property of POPULAR PHOTOGRAPHY.

9 The contest will be judged by the editors of POPULAR PHOTOGRAPHY under the chairmanship of Mr. B. G. Davis, President, Ziff-Davis Publishing Co. Decision of the judges is final.

10 Address all entries to Contest Editor, POPULAR PHOTOGRAPHY, P. O. Box 18B, Mount Vernon 10, N. Y. Final entries must be postmarked not later than midnight of June 30, 1956. Prize winners will be announced in the December, 1956, issue of POPULAR PHOTOGRAPHY. While exercising the utmost care in handling entries, POPULAR PHOTOGRAPHY assumes no responsibility for loss of or damage to Contest entries nor for loss of entry fees. No entries will be acknowledged. If evidence of delivery is desired by the entrant it is suggested that package be sent by registered mail, return receipt requested.

11 Prizes will be United States Savings Bonds, Series E. Values of prizes listed are maturity values of the Bonds. Prize winners who are not United States citizens will receive, in lieu of Bonds, a check in the amount of the purchase price of the Bond award.

12 FOREIGN ENTRANTS: The foregoing rules apply to all entries, except that prints and transparencies submitted by persons residing in foreign countries are eligible for consideration only if accompanied by an amount sufficient to cover entry fee and return postage. This can be sent in the form of Postal Money Order, Bank Draft, or International Reply Coupons (in sufficient number). These Coupons are sold by most post offices throughout the Universal Postal Union and when properly rubber-stamped by the issuing post office each Coupon is exchangeable (as indicated in several languages on each Coupon) for a "postage stamp or postage stamps representing the amount of postage for an ordinary single-rate letter destined for a foreign country." Thus, each International Reply Coupon can be exchanged in the United States for postage in the amount that would be used for a single-rate letter (not air mail) to the country where the Coupon is purchased.

●

USE THIS ENTRY BLANK

Each one of your entries must be accompanied by a filled-in entry blank provided here, or a facsimile of it. Your photo dealer or your finisher has additional blanks on hand should you need them, or you can obtain entry blanks from the Contest Editor of POPULAR PHOTOGRAPHY. Your request for more blanks should be accompanied by a self-addressed stamped envelope.

●

**Values given are maturity values of the bonds. Each prize will be accompanied by a certificate of award suitable for framing. This certificate is printed on fine parchment stock and will bear the hand-lettered name of the winner.*

280 PRIZES*

BLACK & WHITE	COLOR	TOTAL
1st $2,000 U.S. Savings Bond, plus Trophy	**1st** $2,000 U.S. Savings Bond, plus Trophy	$4,000
2nd $1,000 U.S. Savings Bond, plus Trophy	**2nd** $1,000 U.S. Savings Bond, plus Trophy	$2,000
3rd $750 U.S. Savings Bond, plus Trophy	**3rd** $750 U.S. Savings Bond, plus Trophy	$1,500
4th $500 U.S. Savings Bond, plus Plaque	**4th** $500 U.S. Savings Bond, plus Plaque	$1,000
5th $250 U.S. Savings Bond, plus Plaque	**5th** $250 U.S. Savings Bond, plus Plaque	$500
50 Prizes, U.S. Savings Bonds, each $100	**50** Prizes, U.S. Savings Bonds, each $100	$10,000
70 Prizes, U.S. Savings Bonds, each $50		$3,500
100 Prizes, U.S. Savings Bonds each $25		$2,500
		GRAND TOTAL $25,000

In the event of a tie, duplicate prizes will be awarded.

FINAL CLOSING DATE: JUNE 30, 1956

USE THIS ENTRY BLANK (PLEASE PRINT) 1956

Contest Editor, POPULAR PHOTOGRAPHY
P. O. Box 18B, Mount Vernon 10, N. Y.

Please enter the enclosed picture in the POPULAR PHOTOGRAPHY Picture Contest for 1956. It is submitted in accordance with the rules, which I have read.

Name.....

Street.....

Town.....Zone.....State.....

Picture Title.....Have You a Model Release?.....

Where Made.....

Camera Used.....Lens.....

Exposure: Lens stop.....Shutter Speed.....

Film Used.....Filter.....

Lighting.....Paper.....

Published before?.....Where?.....

CAUTION: Be sure to include your entry fee of $1.00 in the package containing your entries (See Rules 2 and 3). If you want your pictures returned in the event you do not win a prize, be sure to include adequate return postage.

PRIZE WINNERS ANNOUNCED: DECEMBER, 1956, ISSUE

ACCURA

THE RELIABLE BRAND OF ACCESSORIES

Accura
8 SECTION ADJUSTABLE POCKET TRIPOD
is a fine example of Accura workmanship and Accura values—available singly or with Tilt or Panheads
$8.95

Accura MAGNI-HOOD for all twinlens cameras $2.95

Accura EYELEVEL FINDER for Rolleis, Graflex 22 $7.95

Accura REFLEX HOUSING for Leica, Canon $39.95

Accura COATED FILTERS for all cameras from $1.75

Accura DELUXE PANHEAD $2.95

Accura GROUNDGLASS FOCUSER for 35mm cameras $4.95

Accura Universal & Closeup FINDER for 35, 50, 90,135mm lenses $14.95

Accura LENS TESTERS for 8mm and 16mm $7.95

Accura TILT TOP with 90° tilt, 360° rotation $1.00

Accura Focusing Extension TUBES for Exakta, Leica, Praktiflex $9.95

Accura ZOOMFINDER with settings 28mm to 135mm $29.95

Accura REFLEX MASTER FLASHGUN for all twin-lens reflex cameras $9.95

PHOTOGRAPHIC IMPORTING & DISTRIBUTING CORP.
67 Forest Road,
Valley Stream, New York

FOR THE FASTEST COLOR PROCESSING PRINTING
EKTACHROME, ANSCO & ANSCO CHROME PROCESSING
DYE-TRANSFER COLOR PRINTS
ATKINSON COLOR PRINT SERVICE
Write for Prices or Send Film
7273 Santa Monica Blvd.
HOllywood 4-7531
Hollywood 46, Calif. Dept. P

RABINOVITCH
Not a "school". A different KIND of teaching—"well known for... students... becoming famous professionals and amateurs." 36th year. Write for booklet P-19.
RABINOVITCH PHOTOGRAPHY WORKSHOP
40 W. 56 New York 19

MOVIE KODACHROME
FACTORY PACKED—1957 DATED
8MM—25 Ft. 16MM
DOUBLE ROLLS 100 Ft. ROLLS
4 Rolls $9.45 1 Roll $7.15
2 for 14.99 2 for 19.95

35mm KODACHROME
PRICE INCLUDES PROCESSING
FACTORY PACKED—DATED 1957
20 EXP. 36 EXP.
3 Rolls $7.89 3 Rolls $11.49
6 for 14.95 5 for 18.69
10 for 24.59 10 for 35.89

35mm ANSCOCHROME
20 Exp. 36 Exp.
1 Roll $2.49 1 Roll $3.75
3 for 6.69 3 for 9.95
PRICE INCLUDES DEVEL. & MTG.

28 ft. NEW ANSCOCHROME
with FREE BULK Film Loader & Carts & mailing bags $14.95
PRICE INCLUDES DEVEL. & MTG.

GOLDEN GATE
COLOR PRINTS
8X10—1.50 each
2 x 3¼ .....19¢ ea.—Any 6 for 1.15
2½ x 3¼.....23¢ ea.—Any 6 for 1.35
3¼ x 4 .....43¢ ea.—Any 3 for 1.25
4 x 5 .....49¢ ea.—Any 2 for .90
5 x 7 .....90¢ ea.—Any 2 for 1.75
35MM SLIDE DUPLICATES MTD. 5 for $1.00, 15 for 2.50

35mm ANSCO COLOR
#535—DATED OCT. 1956
20 EXP. — 3 Rolls $4.89
— 6 for 8.99
PRICE INCLUDES DEVEL. & MTG.

35mm ANSCO COLOR
FACT. DATED SEPT. 1956
28 FELT-SEALED CANS
8 FREE CARTS $11.99
8 MAILING BAGS
PRICE INCLUDES DEVEL. & MTG.

28 Ft EKTACHROME
35mm — 1957 ASA 32
8 Free Carts. & 8 Mailing Bags $16.25
Price Includes Dev. & Mtg.

35mm EKTACHROME
NOT AERO-EKTACHROME
20 EXP. 36 EXP.
1 ROLL $2.49 1 ROLL $3.99
3 ROLLS 6.99 2 ROLLS 7.49
PRICE INCLUDES DEVEL. & MTG.

COLOR FILM DEVELOPING
20 EXP. ANSCOCHROME
20 EXP. EKTACHROME
DEVELOPED AND MOUNTED
$1.00 Per Roll • 3 for $2.75
120/620 ANSCO or EKTACHROME
DEVELOPED • $1.00 PER ROLL
2 FOR $1.75 • 3 FOR $2.25

KODACHROME DEVELOPING
20 EXP. MTD.
$1.25 Per Roll • 3 for $3.50
36 EXP. MTD.
$2.00 Per Roll • 3 for $5.25
15 EXP. STEREO MTD.
$1.75 (15 Pairs)
28 EXP. STEREO MTD.
$2.85 (28 Pairs)

Stereo Kodachrome
20 EXP. — 3 ROLLS $9.99
PRICE INCLUDES DEVELOPING AND STEREO MOUNTING

PLEASE ADD 15c POSTAGE FOR FILM ORDERS.
CALIF. RESIDENTS ADD 3% SALES TAX
*Reloads

GOLDEN GATE COLOR PRINTS DEPT. PG P. O. BOX 46056 COLE DR
HOLLYWOOD 46, CALIF.

3 Prize Press Photos

(*Continued from page* 81)

showed no decline over previous years. Hy Peskin's first-prize winner in the Sports category is as remarkable for its photographic excellence as for its dramatic story of Carmen Basilio's exuberance after knocking out Tony DeMarco.

Peskin, a *Sports Illustrated* staffer, prepares to photograph a fight by placing a speedlight above each corner of the ring. He then attempts to capture dramatic moments of action when one or more figures come between a light and his camera. This method of mounting lights so they flash directly into the lens results in many spoiled negatives. However it does occasionally make possible a superb halo-lighted shot like this.

Lucky timing played a part in Lt. Kennedy's spectacular Spot-News prize-winner, but here, too, the element of chance was backstopped by line-of-duty preparation. As official photographer of the Philadelphia Fire Department, Kennedy covers all multiple-alarm fires in the city. He was straddling a coping on a roof adjoining a burning lamp factory when the lacquer shop exploded and blew out a wall. He grabbed a shot which caught Fireman David Blackman fleeing the tumbling fragments. Another fireman was killed by the falling debris.

Carl D. Nowicki of the *Milwaukee Journal* gained the highest award in the Newspaper Picture Story category for his series depicting a mother's grief. Nowicki made his camera record of mounting tension and anguish while the woman watched rescuers drag the waters of a Michigan lagoon in a futile search for the body of her child.—

CONTESTS AND MARKETS

CONTESTS

TIMELY CLOTHES, INC., has opened a contest featuring photographs of action in sports. Pictures featuring participation in birdwatching and soap-box racing are requested, along with photographs of the more traditional spectator sports. Fifteen prizes of photographic equipment will be awarded the winners with a Cine-Kodak movie camera and Kodak projector as first prize. Entry blanks for the contest which closes May 31 are available from Timely stores throughout the country or from the main office at Rochester 2, New York.

MARKETS

SKINNER & KENNEDY COMPANY are looking for transparencies 4x5 or larger to be used for calendars. Human-interest shots, scenics, religious scenes, and cheesecake photographs are requested. Prices will vary according to the subject matter of the picture with a slightly higher price going to cheesecake and human-interest shots. Full details are available from Skinner & Kennedy Co., 416-422 N. 4th St., St. Louis 2.

AUTHENTICATED NEWS SERVICE is looking for individual pictures and picture stories on the following: personalities, travel, industry, children and pets, and news events. Acceptable material will be purchased outright or sold by the Service on a royalty basis; other material will be returned. Competent photographers in key cities in the United States may become permanent members of the organization. Write Alan D. Haas, Executive Editor of Authenticated News at 170 Fifth Avenue, New York, N. Y., for details.—

"American" CAMERA VALUES THAT STARTLED ALL AMERICA

"AMERICAN's MOTTO": We deliver EXACTLY what we advertise . . . no substitutions . . . no half-truths! Only nationally advertised merchandise DOUBLE GUARANTEED by the manufacturer and by AMERICAN.

Single Lens Reflex Specialists

used

EXAKTA VX

All with our 1 year Unconditional Guarantee

ALL 1955 MODELS!

EXAKTA XV, Carl Zeiss Tessar F2.8 pre-set reg. 279.50 ONLY	$149.50
EXAKTA VX, Carl Zeiss Biotar F2 pre-set reg. 335.00 ONLY	$179.50
EXAKTA XV, automatic Scheider Xenon F1.9 reg. 339.50 ONLY	$219.50
EXAKTA VX, autom. Zeiss Biotar F2 reg. 334.50 ONLY	$209.50

The Versatile

ALBINAR

- A Telephoto Lens
- An Enlarging Lens

F4.5-135mm Albinar for Exakta, Practika, Pentacon, Hexagon, Contax D, etc. List 59.95.

NOW $28.95

COMPLETE OUTFIT

- BRAND-NEW EXAKTA VX
- Pre-set F2 BIOTAR Lens
- Penta-Prism Rangefinder
- Autom. Split Image Rangefinder
- Extra Ground Glass Insert
- 100mm/f4.5 Westar Telephoto Lens
- Extension Tube Set
- BC Flashgun • Fine Leather Case

Auto-Biotar instead of Biotar pre-set add $49.50

Reg. $524.20

$259.50

FREE! with every purchase of a Exakta—Praktiflex or Pentacon Outfit:

Genuine LEATHER GADGET BAG

(Ample space for complete outfit)

Listprice $19.95

It's YOURS FREE . . .

Limited Offer expires July 15th, 1956

Money-Saving Offer!

WORLD'S FASTEST CAMERA LENS

ZUNOW F1.1

This lens makes it possible to take action pictures under otherwise impossible conditions . . . without flash, even in poor light. It's the result of a completely new optical design. All air-glass surfaces fully hard coated: all corrections carried out to finest degree. Result: improved shadow detail and brilliancy. In Mount for Leica, Leica M-3, Contax, Nikon. Reg. $450.00

OUR PRICE **$299.50**

Brand New

PENTA PRISM

for Exaktas, V, VX & Exas!

Split Image RANGEFINDER combined with View-finder. Reg. 65.00

OUR PRICE **$29.95**

Complete with case and extra ground glass.

Rangefinder Glass only

List $35.00 OUR PRICE **$9.95**

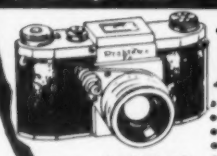
Brand New 1956 Automatic

PRAKTIFLEX FX

importer's guarantee certificate, owner's registration card

Focal plane shutter speeds ½-1/500 sec. and bulb; built-in synchronization.

Fully Automatic Westanar F2.8 reg. 139.50 ONLY	$78.50
Fully Automatic Westagon F2 reg. 179.50 ONLY	$98.50
Genuine Zeiss Tessar F2.8 pre-set reg. 139.50 ONLY	$67.50
CASE	$7.95



COMPLETE OUTFIT

- Brand-New 1956 Autom. Praktiflex FX
- 50mm/F2 AUTOMATIC WESTAGON
- 100mm/F4.5 Praktiflex Telephoto Lens
- Extension Tube Set for close-ups
- Extra Prism Finder
- BC Flashgun • Fine Leather Case

Reg. 379.50 **145.50**

We proudly present

PRAKTINA FX

The Only Camera in the World with "Built-in" Fully Automatic Diaphragm Lens Control!

• Interchangeable 3-way focusing system, new direct optical viewfinder • Focal plane shutter with speed settings from 1/1000th to 1 sec. • Delayed action selftimer • Autom. film transport & shutter cocking • Double Exposure prevention • Interchangeable fully automatic lenses • Built-in flash synchronization for flash & electronic strobe.

We carry a complete line of lenses and accessories. **WRITE FOR OUR PRICES**

SLIDE TRAYS FOR REVERE

For Revere autom. projectors 555, 555, 888. Hold 36 slides ea. in cardboard, glass or metal mounts. 12 Trays in carrying case reg. $14.95. Our Price **$8.95**

AIREQUIPT MAGAZINES

List $2.25 (Min. order 3) **SPECIAL $1.59 ea.**

Save on Dozen Lots

List $27.00 **SPECIAL $17.95 doz.**

LENSES

for EXAKTA, CONTAX D, PRAKTICA CONSOL, PENTACON, HEXAGON

28mm f3.5 Angenieux ctd.	$120.00	$84.00
35mm f2.5 Super Lithagon	99.50	59.50
35mm f2.5 Angenieux ctd.	98.50	69.00
40mm f3.5 Cassaron ctd.	49.50	39.00
40mm f3.5 Microkilar E	89.95	62.95
40mm f3.5 Microkilar D	114.95	80.45
40mm f4.5 Schneider Isogon	54.95	38.45
50mm f2.8 Westanar Auto Dia. ctd.	69.50	43.00
50mm f2.8 Travenar Auto Pre-Set.	69.95	40.50
50mm f1.9 Xenon Auto ctd.	169.50	117.50
58mm f2 Biotar preset ctd.	125.00	66.00
75mm f1.5 Biotar ctd.	216.50	139.50
85mm f2.8 Steinheil ctd.	65.00	45.50
85mm f2.8 Travenar Auto preset ctd	93.95	53.00
90mm f2.5 Angenieux ctd.	94.50	63.50
90mm f1.8 Angenieux ctd.	149.50	105.00
90mm f3.5 Basic Kilar w/adapter.	86.95	54.95
100mm f3.5 Kalimar pre-set	34.50	24.15
100mm f2.8 Kalimar pre-set	69.95	48.95
135mm f3.5 Angenieux ctd.	89.50	63.00
135mm f4.5 Travegon ctd.	49.95	29.50
135mm f4.5 Schneider Xenar	84.95	58.95
135mm f4.5 Tele Xenar ctd	84.50	57.50
135mm f3.5 Travenar Auto preset	89.95	49.50
135mm f4 Zeiss Triotar ctd.	75.00	47.50
150mm f3.5 Kilfitt Kilar	131.95	92.35
150mm f5.5 Schneider Tele Xenar.	84.95	63.00
180mm f2.8 Zeiss Sonnar pre-set.	395.00	276.50
180mm f5.5 Tele Xenar ctd.	82.75	53.00
180mm f5.5 Telemegor ctd.	82.95	52.50
240mm f5.5 Telexenar ctd.	124.95	88.45
240mm f5.5 Telemegor ctd.	132.15	92.50
360mm f5.5 Telexenar ctd.	169.95	117.50
400mm f5.5 Telemegor	199.50	133.00

BRAND NEW ACCESSORIES

NOVOFLEX Bellows ext. sing. car. Double Carriage	34.50	24.90
	59.50	42.00
FOLDING BELLOWSCOPE	19.95	13.95
EXTENSIVE TUBE SET (German) for Praktica	8.95	4.95
EXT. TUBE SET (Ger.) for Exakta	12.95	8.95
MICROSCOPIC ADAPTER for Exakta or Praktica compl. w/3 tubes	17.50	9.95
PRISM FINDER for Praktica	19.95	12.95
PRISM FINDER (Genuine Zeiss) f. Praktica	29.95	19.95
DELUXE BC TYPE FLASH	15.50	9.95
EVEREADY LEATHER CASE (Exakta)	12.00	8.95
EVEREADY LEATHER CASE (Pentacon)	15.00	9.95

PENTACON

Brand New 1956 Fully Automatic

Includes Importer's Guarantee Certificate and Owner's Registration Card.

- Delayed Action Self-Timer
- Built-in Synchronization for flash & strobe
- Shutter speeds from 1-1/1000
- Penta Prism Eye Level Through-the-Lens Focusing
- Automatic Exposure Counter

Fully Automatic Westanar F2.8/50mm reg. 239.50 ONLY	$132.50
Fully Automatic Westagon F2/50mm reg. 259.50 ONLY	$144.50

COMPLETE OUTFIT

- Brand-New 1956 Autom. Pentacon
- 50mm/f2 Autom. Westagon Lens
- 100mm/f4.5 Pentacon Telephoto Lens
- Extension Tube Set
- BC Flashgun • Fine Leather Case

$174.50 reg $463.20

You'll profit by our

SPECIAL PURCHASE

OF NATL. FAMOUS BERLIN WEST, GERMANY—Lenses for Exakta, Exa' Praktica, Praktiflex, Pentacon, etc.

Specify camera when ordering!

ALL PRE-SET — BRAND NEW!

100mm f2.8....List	$69.95	$32.95
135mm f3.5....List	74.95	34.95
85mm f2.....List	124.50	59.95
180mm f5.5....List	79.95	37.50
250mm f5.5....List	124.50	59.95

Limited Quantity

ASTRO BERLIN LENSES

"Impossible" distances actually become close-ups with the world-famous ASTRO BERLIN lenses, made by Germany's foremost specialists in long range optics.

	List	SPECIAL
(Only 6) Astro 125mm f2.3	$165.00	$ 99.00
(Only 1) Astro 150mm f1.8	315.00	199.50
(Only 1) Astro 150mm f2.3	245.00	147.00
(Only 2) Astro 640mm f5	695.00	417.00
(Only 3) Astro 800mm f5	865.00	519.00

• MOUNTS •

for Exakta, Pentacon, C-Mount, Primar-Reflex. List $30.00 SPECIAL $24.00

- Prompt shipment guaranteed
- Include postage on all prepaid orders. Excess refunded.
- On C.O.D. Shipments 10% deposit.

AMERICAN CAMERA EXCHANGE of N.Y. Inc.

100 WEST 44th St., (bet. 6th & B'way)

NEW YORK 36, N. Y. PL 7-8737

KODACHROME
• Ektachrome
• Ansco-Color
• Ansco-Chrome

ANY 20 EXP. 35mm PROCESSED and MOUNTED $1.00

Same Stereo mtd. $1.75
36 exp. mounted $1.75
Same Stereo mtd. $2.25
Kodachrome Proc. Licensed by EASTMAN KODAK

Send for Supply of
FREE Mailing Bags
No Cost or Obligation—
Just mention "35 mm BAGS"

Guaranteed Fresh SOLAR-COLOR
35 mm 20 Exp.
Proc. extra at rates above 89¢ ea.
8 mm Spool (no mag) proc. incl. $2.25
16 mm Mag. proc. incl. $4.25
16 mm 100 ft. spool proc. incl. $6.25
Specify outdoor ASA 10 or indoor ASA 16
All Solar film is shipped post-paid in U. S. Illinois customers add sales tax
NO COD'S!

SEND FOR FREE CIRCULAR
SOLAR
4247 South Kedzie Chicago 32, Ill.

ENLARGING can be an EXACT SCIENCE...
when you do it
Spot-O-Matically

Tells you accurately
1. Contrast grade of paper
2. Exposure time
3. Whether negative is over or under developed

No enlarging method yet devised is so ACCURATE, SO "BONER PROOF," and yet so amazingly SIMPLE! Faster, better than test strips.

FOR COLOR OR BLACK AND WHITE
110-125 Volts AC-DC

KINNARD CO.
324 W. Vine Street
Milwaukee 12, Wis.

$12.50
with 48-page manual, 6-ft. cord, paper speed chart.

6 Ways of Backlighting

(Continued from page 61)

preserve contrast the use of a lens shade is strongly recommended when shooting into the light. Exposure will vary depending on the effect desired and which areas of the picture—shadows or highlights—are to be emphasized. An exposure based on the brightly lighted areas will underexpose the shadows and produce strong, dark silhouettes or semi-silhouettes. Exposure based on the shadows will cause the highlight areas to "block-up," that is, to turn blank white with little or no details visible within them. And of course there is an infinite range of compromise exposures in between. Let's take a closer look at Daniell's pictures and see just how and why he achieved the six effects illustrated.

The "porthole" picture in the opening spread was taken in the charming Dalmatian resort town of Dubrovnik, Yugoslavia. This was a case of extremely high contrast in subject matter; there was almost no light inside the wall, and outside the sun was brilliant. Even to expose for the outdoor scene alone, Daniell had to compromise between the exposure indicated for the highlights and that for shadow areas; he did so in favor of the figures, allowing the wall and pavement to lose detail. An aperture of *f*/16 gave him enough depth of field to keep the brickwork of the "window" in focus as well as the distant background. This is not, of course, an example of backlighting in the narrow sense, but a case in which the camera was pointed at the brightest area of the picture.

The shot of the Italian fisherman untangling his nylon nets was made at Castelgandolfo on Lake Nemi, the Pope's summer residence near Rome. Here the whole quality of the picture lies in the lacy translucence given to the nets by the high backlighting. The glistening highlights on the nets and the water in the background add strength to the almost-silhouetted figure. Here the compromise exposure did not favor either shadows or highlights, so that there is some detail absent at both extremes. This picture illustrates how the position of the subject can influence the effect in backlighting; because the left shoulder is turned downward toward the camera, the effect is like toplighting. An indication of the sun's brightness is the fact that Daniell was able to shoot at *f*/16, 1/100 second, on Plus-X film.

Sometimes it is possible to include the sun in a picture, even when it is shining brightly, without disastrous results. Daniell shot directly at it, in late afternoon, for the dramatic picture of a figure on the beach at Fire Island Pines, Long Island, N. Y. He used a K-2 (medium-yellow) filter, which required a doubled exposure and rendered the sky, sand, and water quite dark. In a sense, every part of the picture is underexposed except the ball of the sun itself and a narrow strip of water that reflects it directly. Exposure was 1/200 second at *f*/16; without the filter it would have been 1/400 at *f*/16, and the sky would have appeared lighter.

Two brothers named Nino and Bruno, enjoying each other's company, were photographed in the Piazza Navonna in Rome. Here Daniell's exposure was based only on the shadow areas—that is, the near side of the subject. The pavement was allowed to blank out completely, as a background for the two profiles. When using an exposure meter in such a situation, it is important to shield it from direct light, holding it very close to the subject. Daniell found that here, too, his best exposure was 1/100 second at *f*/16, as it was in the "porthole" picture and that of the fisherman.

Audrey Hepburn was photographed at Albano, near Rome, between scenes of her film *War and Peace*. She posed in a grape arbor, with sunlight streaming through the vines from almost directly behind her. Daniell was able to shield his Leica's lens from the sun by the shade of leaves and the fencepost. Such an improvisation is often possible, particularly in close-up situations, when a lens hood is not adequate. For this shot Daniell based exposure on the flesh tones, letting the background go light and the sweater dark. Aperture was relatively wide, at *f*/6.3, and shutter rather slow, at 1/60 second.

For the indoor picture of Miss Hepburn, Daniell used a big theatrical spotlight above and behind her, for a powerful, regal effect. He used his Leica in true available-light fashion, shooting at 1/40 second, *f*/2, and he did not endeavor to diminish the inherent contrast of the subject. The crystal chandelier overhead, which seems to belong to the picture, was actually taken from another negative and printed with the portrait in the enlarger.

Altogether, in this group of Daniell's pictures, there are examples of just about everything that can be called back-lighting—including a couple in which the definition might be disputed. They are a challenge to any photographer's craft and skill. Like to try it yourself?—▶

Highlights Can Make a Picture

(Continued from page 66)

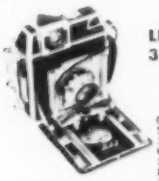
rapher calculated that the normal exposure here would be 1/100 second at *f*/16. To expose for highlights she shot at 1/200 second at *f*/22.

Rimlighting outlined the head and shoulders of a nude **2** illuminated by a single overhead bulb. Miss Harris exposed at 1/25 second, *f*/4.5, instead of a normal exposure of 1/10 at *f*/3.5.

In **3** backlighting skims the surface of a beach, contrasting the rough texture of sand with smooth water. By exposing for 1/200 second at *f*/22 instead of the normal exposure of 1/100, *f*/8, the contrast was sharply increased to create a glittering black-and-white pattern.

Light from a partly opened door in a Mexican shop struck a group of hanging toys **4** and was cut off half way up the strings. This created a surrealistic effect in which the toys seem to be suspended in space by silver strands against a dark

BROOKS CAMERAS
The House of Famous Brand Names



LINHOF 2¼ x 3¼ CAMERA—

Complete 3 Lens Outfit Super Technika 2¼ x 3¼ Camera, 65, f/6.8 W. A. Angulon Lens, 105mm f/3.5 Schneider Xenar Normal Lens, 180mm f/5.5 Tele-Xenar Telephoto Lens. All in full synch. Compur Rapid Shutter to 1/500 sec. All lenses coupled to rangefinder $569.90
Same as above, with 105mm f/2.8 Xenotar, W.A. and Telephoto $663.70

LINHOF "23" SUPER TECHNIKA SPECIAL
All Linhof features. With 100mm f/2.8 Planar; 53mm f/4.5 Biogon; 180mm f/4.8 Sonnar $1245.00

LINHOF 4 x 5 SUPER TECHNIKA
Multifocus Rangefinder—Tilting and Swinging Back—Revolving Back—Triple Extension Bed—Drop Bed—All Lenses coupled to Rangefinder—And

NOW NEW UNIVERSAL BACK and Ektalite Screen (Accepts Polaroid, Grafmatic, and Roll Film Holders.) Combination of various lenses in 1, 2 and 3-lens outfits priced on request:
With 135mm Press Xenar $429.75
With 150mm f/2.8 Xenotar 629.20

NEW (DISCONTINUED) ITEMS

ROLLEICORD IV

with f/3.5 lens, disc. model
$98.50

IKOFLEX 1A

With Zeiss Tessar f/3.5 coated lens, MX synch.
Was $96.00. Now $69.95.

EXAKTA VX

With f/2.8 Preset Tessar
$169.00

BOLSEY B2

f/3.2 lens
reg. 56.50 ..... $39.95

CONTAX D

Contax D w/f/2.8 preset Tessar ..... $ 98.95
Contax D w/f/2 preset Zeiss 124.95
Eveready case 12.00

ROBOT STAR

With Schneider Xenon f/1.9 coated lens. Reg. $259.50. Sale $99.50

TRADE UP TO A LEICA M3

Leica M3 with Summarit f/1.5		$477.00
Leica M3 with Summicron f/2 lens		447.00
Leica M3 with f/3.6 Elmar lens		354.00
Leica M-3 Body		288.00
Leica IF body, built-in flash		70.80
Leica IIF body, built-in flash		120.00
Leica IIIF body, built-in flash self-timer		180.00
Leica IIF with f/3.5 Elmar		178.50
Leica IIIF with f/2 Summicron		336.00
	M-3	Standard
28mm Summaron f/5.6		$105.00
35mm Summaron f/3.5	102.00	105.00
Fuji 35mm f/2 W.A.		179.50
Fuji 50mm f/1.2		299.50
50mm Elmar, ctd. f/3.5	68.00	58.50
50mm Summarit, f/1.5	189.00	186.00
50mm Summicron f/2	159.00	156.00
85mm Summarex, f/1.5, Chrome		*360.00
90mm Elmar f/4, Chrome	99.00	96.00
90mm Elmar f/4, Collaps. mt.	156.00	
125mm Hektor, f/2.5		147.00
135mm Hektor, Chrm., f/4.5	141.00	138.00
135mm Hektor sht. mtd.	121.50	121.50
Leica Meter	30.00	17.50
200mm Telyt f/4.5		165.00
400mm Telyt, f/5		465.00
Leica reflex housing		105.00
Leica Flash Gun		34.00
Stereo Outfit for Leica	297.00	294.00

NIKON SII

Life-size rangefinder viewfinder, rapid film transport and rewind, synchro selector, 1 sec. to 1/1000th sec. with f/2 lens $299.50
With f/1.4 lens 345.00

RETINA IIIC

f/2 Xenon lens, speeds to 1/500 sec., new light value coupled shutter and lens opening, and built-in exposure meter. Bayonet-mount construction enables you to change front elements, substituting wide-angle or Telephoto lenses $190.00
RETINA IIC, Xenon f/2.8 lens 139.50
Tele Attachment 82.50
W. A. Attachment 82.50

AUTOMATIC EXAKTA VX

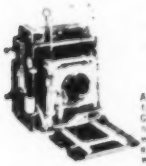
With new Steinheil Auto-Quinon f/1.9 lens, automatic diaphragm, penta prism and split-image rangefinder $398.70
Auto Quinon lens only $169.50

SWEDISH HASSELBLAD 1000F

2¼" x 2¼" single lens Reflex Camera Interchangeable roll film magazines, automatic shutter setting $379.50
New extreme wide angle Hasselblad w/38mm Biogon f/4.5 ..... $489.50
Finder 49.50
Hasselblad Bellows for closeup work $115.50
Lenses:
135mm Zeiss Sonnar lens f/3.5 $279.50
250mm Sonnar f/5.6 ..... 299.50
Zeiss W.A. Distagon f/5.6, with case $189.50
150mm f/3.5 Kilar lens 119.95
300mm f/5.6 Kilar lens 149.95

1956 ROLLEIFLEX AND ROLLEICORD

w/Tessar f/3.5 lens $232.50
w/Xenar f/3.5 lens 217.50
Rolleiflex 2.8D w/Schneider Xenotar f/2.8 lens $291.50
Rolleicord V w/Xenar f/3.5 lens, full synch. light value $134.95
Case for 2.8D 18.00
Case for 3.5 ..... 17.00
Roller Flash Gun 29.95

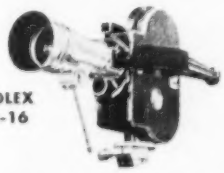


1956 PACEMAKER GRAPHIC OUTFITS

All brand new, latest models, with factory guarantee! Includes: * Graflok back * Ektalite screen * new Graphic coupled rangefinder with Rangelite and automatic parallax viewfinder * new full image wire finder * Grafflite 3 cell flash gun * deluxe case * 6 cut film holders * adapter ring * sunshade. Prices below include all this extra equipment! Easy payments available!

Size	Coated Lens in Shutter	Speed Graphic	Crown Graphic
2¼ x 3¼	101mm Ektar f/4.5 (1/800 sec.)	$338	$299
	105mm Tessar f/3.5	299	279
	105mm Ektar f/3.7	343	294
4 x 5	127mm Ektar f/4.7	368	319
	135mm Schneider Xenar f/4.7	337	291
	135mm Schneider Xenar f/3.8	388	344
	135mm Optar f/4.7	368	319
	135mm Tessar f/4.5	348	299
	150mm Schneider Xenar f/4.5	348	299
	150mm Tessar f/4.5	348	299
	150mm Tessar f/3.5	399	379
	150mm Schneider Xenotar f/2.8	499	459
	152mm Ektar f/4.5	366	337

	2¼ x 3¼		4 x 5	
Lisco Film holders	reg. $ 4.15	$ 2.99	reg. $ 4.15	$ 2.99
Grafmatic film holder	reg. 17.95	14.36	reg. 24.95	19.96
Roll film holder 2¼ x 3¼	reg. 21.50	17.20	reg. 23.95	19.16
Roll film holder 2¼ x 2¼	reg. 21.50	17.20	reg. 23.95	19.16



BOLEX H-16

Precision triple turret camera for pro and amateur uses. 100' capacity. Automatic threading; built-in frame and footage counters. Variable speeds 8 to 64 frames per second; single frame device; continuous run look, turret for three lenses; parallax corrected down to 18"; critical groundglass focusing from above camera. W/Pan Cinor 70 lens. Zooms from 17½ to 70mm, f/2.4 lens. Includes camera $637.50
Bolex Pan Cinor 70 lens, 17½mm to 70mm, f/2.4. Includes case $499.50
Bolex Leader H-16 with f/1.9 Lytar $269.95
Switar 10mm f/1.6 wide angle lens $149.50

16mm CINE-VOICE

AURICON CINE-VOICE

popular-priced 16mm camera that photographs a sound track, perfectly tip synchronized with the picture — to be played on any 16mm sound projector. Single lens model $695.00

AURICON PRO-600

16mm optical-sound-on-film, self-blimped; sync motor drive for single or double-system recording. Electromatic take-up, film flow without friction clutches or belts. Various combinations of accessories available $1165.00

AURICON "SUPER-1200"

16mm sound-on-film camera (self-blimped) with 3-lens turret for "C" mount lenses. 1200 ft. capacity for 33 minute recording time $3319.25
AURICON PAN-TILT professional tripod, weight 27 lbs. $325.00

SUPER 1200

Brooks has largest inventory of professional and amateur movie equipment in the west!

BROOKS CAMERAS, Dept. P—45 Kearny Street, San Francisco, Calif.
Please ship the following immediately: .....

Enclosed is $ ..... ☐ Complete Payment. ☐ Down Payment.
I agree to pay $ ..... monthly for ..... months until merchandise is paid for.
☐ Mail me tentative allowance. ☐ I am shipping equipment for appraisal.
Your trade-in may be used as down payment. It will be returned at our expense if you don't accept our top offer.

☐ Send FREE literature on .....
☐ SEND FREE BUYING GUIDE AND TRADE-UP LIST.
☐ Professional Movie List. ☐ Used Equipment List.

Name .....
Address .....
City or Town ..... State .....

MAIL TODAY

BROOKS CAMERAS
45 KEARNY AT MAIDEN LANE · SAN FRANCISCO 8, CALIFORNIA
TELEPHONE EXBROOK 2-7348 · BUDGET TERMS AVAILABLE

Loaded with Value

with New
F:2.0
48mm Hexanon Lens
only $119.75

KONICA IIA

KONICA has always offered *more* "features that count" for the money . . . but never so much as this brand new model. Here at last, you can own one of the world's finest high speed lenses. Konica's single window range and viewfinder offers one of the easiest focusing cameras . . . its fingertip level-focusing makes for speedy operation . . . its brand new MFX-synchronized shutter provides accurate flash exposures at *all* speeds, with all kinds of flash equipment . . . slow and fast speeds to 1/500th . . . fully hinged back for easier loading . . . and many, many more features. And, of course, typical Konica quality workmanship that has kept its manufacturer at the top of Japan's photographic industry roster. You must see Konica to fully appreciate it, so ask your dealer for a comparison-demonstration. Same camera with f:2.8 50mm lens $89.75. We'll gladly send our illustrated Konica Guide Book for the asking.

You get more from **Konica**®

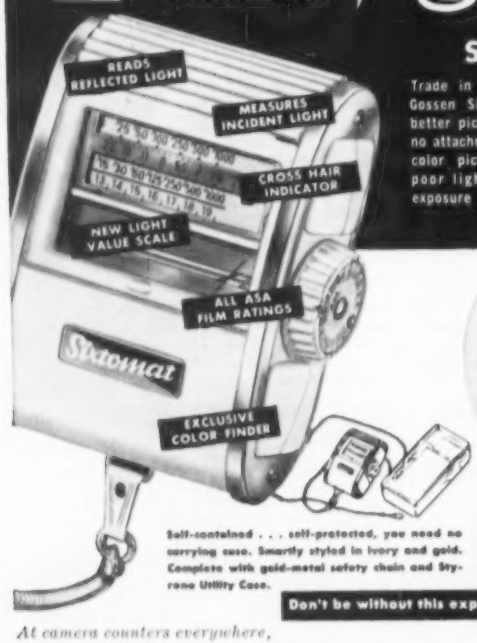
KONICA CAMERA CO., 76 W. Chelten Ave., Phila. 44, Pa. IN CANADA: McQueen Sales Co. IN VENEZUELA: G. A. Yazbeck & Cia.

7.50 TRADE-IN

on your old exposure meter regardless of condition on the purchase of this new

GOSSEN SIXTOMAT X-3

Trade in your old meter today for this new Gossen Sixtomat because you are guaranteed better pictures every time! It's easy to use . . . no attachments . . . no accessories! Insures finer color pictures . . . gives accurate readings in poor light . . . complete mastery of every exposure situation.



Self-contained . . . self-protected, you need no carrying case. Smartly styled in ivory and gold. Complete with gold-metal safety chain and Styrene Utility Case.

REG. 29.95
LESS TRADE 7.50
22.45

We guarantee the Sixtomat X-3 to give you better pictures. If not satisfied return this meter within 30 days and your money will be cheerfully refunded!

Don't be without this exposure meter another day!

At camera counters everywhere,

KLING PHOTO CORP., 257 Fourth Ave., N. Y. 10, N. Y., 7303 Melrose Ave., Los Angeles, Cal.

background. Miss Harris chose an exposure of 1/250 second at *f*/11 to eliminate background detail which would have been recorded by a normal exposure of 1/200 second, *f*/11.

Crosslighting skimmed over the edges of paper tubes **5** and the resulting highlights produce a scroll-like pattern. To emphasize the narrow lines of light an exposure of ½ second at *f*/8 was used rather than a meter-indicated 2-second exposure.

Direct overhead light was caught in the stark branches of a tree in winter to create a web-like effect against the dark brick and window pattern of the background. Here the exposure was 1/200 second at *f*/22. Normal exposure was calculated to be 1/200, *f*/8.

The photographer must discipline his vision even more strictly if he is to make successful "highlight pictures." He must train himself not only to see good composition, but also to visualize how underexposure will affect the subject he chooses to reproduce in terms of stark linear patterns and pronounced tonal contrasts.—

2 Kinds of Contrast

(*Continued from page* 74)

only way to escape middle tones altogether is to use a special high-contrast film, either in the camera or in an intermediate copying process. See the picture on page 83, in the story *4 Special Effects.*)

It was a coincidence that both Benn Mitchell and Walter Chandoha chose cats for their models (though both are cat fanciers, and Chandoha is world-famed for his feline photography). It was also coincidental that both chose to employ the technique of contrast. But their success is no accident.

Mitchell says of his picture: "I have taken pictures of cats using speedlight, flash, floods, and daylight, but this time I wanted to do something different, so my cat and I experimented with candlelight. My main problem was to get the cat as close to the candle as possible, so that there would be enough light on her. Each time I put her close to the candle she would run away. After seven or eight attempts, she began to lose her fear of the flame and finally sat still long enough for me to make a few exposures." Benn used a Rolleiflex and Super-XX film, and exposed ½ second at *f*/3.5, developing the film in Promicrol. There was no other light than the candle.

When Chandoha made his picture, he was thinking, as all professionals must, of enlarging his stock-picture file—specifically with shots of cat tracks in snow. He found that this particular photograph could be made more effective by subduing the tracks and directing attention to the animal and its shadow. A normal print gave him what he wanted; to get more detail in the tracks he would have had to print them in with longer exposure. Chandoha's camera was a Rolleiflex, his film Ansco Supreme, and his exposure 1/250 second at *f*/16. The high reflectance of the fresh snow made possible the combination of fast shutter speed and small aperture.—

You Can't Buy a Bad Camera from MINIFILM

GENUINE ONE YEAR **GUARANTEE** DURING WHICH WE REPAIR AND REPLACE DEFECTIVE PARTS **FREE!** NO OTHER CAMERA FIRM IN THE WORLD ADVERTISES THIS **UNQUALIFIED** OFFER.

10% DOWN 10% PER MONTH

30 DAY-REAL TRIAL • MONEY BACK GUARANTEE

CLOSEOUT 35mm GERMAN IMPORT

• In closing out these fine precision cameras, the German manufacturer made us promise not to hint his name. However, after one look at these specifications, it won't take you long to guess.

- AUTOMATIC FILM TRANSPORT LEVER
- BUILT-IN RANGEFINDER
- BUILT-IN EXPOSURE METER
- BUILT-IN SELF-TIMER (1-2 Sec. Delay)
- CUSTOM FINISHED BLACK MOROCCO & CHROME BODY

• REMEMBER! You can't go wrong. Your money back overnight, if you don't lick your chops when you see your lucky purchase.

- F2.8 STEINHEIL CASSAR COLOR CORRECTED LENS
- PRONTOR SVS SHUTTER 1-1/300 SEC.
- FULL MX SYNCHRONIZATION
- DOUBLE EXPOSURE PREVENTION LOCK
- SELF-COCKING SHUTTER

$39.95

DELUXE CASE 5.95
FLASH GUN 5.95

EXCLUSIVES

HEADQUARTERS FOR REFLEX HOUSINGS

LEITZ Reflex Housing	USED	$49.00
NOVOFLEX Reflex Housing	USED	59.00
KILFITT Reflex Housing	USED	39.00

YOUR MOVIES CAN HAVE FINISHED PROFESSIONAL QUALITY!

8MM MANSFIELD ACTION EDITOR
DELUXE—REG. $45.00—SPECIAL $29.50

16MM MANSFIELD ACTION EDITOR
DELUXE—REG. $49.50—SPECIAL 32.50

New...35mm SEIKOSHA Rangefinder Camera

Our buyer can guess within 10% the value of a camera . . . but this NEW Japanese RANGEFINDER CAMERA had him stumped . . . he went off the boom more than 100%

WHY?—JUST READ THESE SPECIFICATIONS!

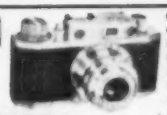
- PRECISION MACHINED—All Metal Cast Aluminum & Satin Chrome Body.
- BRILLIANT IMAGE—COUPLED RANGEFINDER.
- TRIGGER FAST AUTOMATIC RAPID REWIND LEVER —Takes A Series Of Shots In Seconds.
- CHRONOMETER ACCURATE COMPUR SHUTTER (B SPEED)—1 SEC. to 1/500.
- FULL MX SYNCH. FOR STROBE OR FLASH.
- AUTOMATIC HIGH SPEED REWIND OF EXPOSED FILM.
- BUILT-IN FILM CUTTER.
- CRITICAL FOCUSING DOWN TO 2 FEET.

SPECIAL $59.95

DELUXE CASE 5.95
FLASH GUN 5.95

FAMOUS 40mm COMBINATION STANDARD AND WIDE ANGLE, COLOR CORRECTED HIGHCOR F2.8 LENS WITH CLICK STOPS . . . TREMENDOUS DEPTH OF FOCUS.

We've Seen Better Cameras!



BUT Never Such Fine Precision Workmanship and Advanced Design (Smallest 35mm Camera-Standard Double Frame with Built In Coupled Rangefinder) for 29.95!

Examine These Specs

- COUPLED RANGEFINDER
- f3.5 COLOR CORRECTED LUMINOR LENS
- COMPUR TYPE FLASH SYNCHRONIZATION
- 6 SHUTTER SPEEDS-B-1/10-1/25-1/50-1/100-1/300
- TRUE HELICAL FOCUSING
- BLACK PIN SEAL COVERING

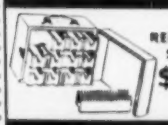
SPECIAL $29.95 LUMINOR

- DELUXE LEATHER CASE 4.95
- B. C. FLASHGUN 3.75
- FILTER & SUNSHADE 1.25

TOTAL $39.90

IF YOU BUY A COMPLETE OUTFIT FOR **$39.90** . . . WE WILL GIVE YOU ABSOLUTELY FREE A NATIONALLY KNOWN PHOTO ELECTRIC METER VALUED AT **$14.95.**

GIVE YOUR 35mm SLIDES A PERMANENT HOME



REG. $23.95
SPECIAL
$9.95

• *Famous metal storage carrying case complete with 12 trays . . . for TDC, VIEWLEX Each tray holds 30 slides.* FOR REVERE $14.95

TAKE Your Choice of ANY ONE OF THESE 300 WATT AUTOMATIC Slide PROJECTORS

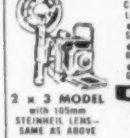
WITH AUTOMATIC CHANGERS!

SVE Skyline, Airequipt Changer, Case
- AO 300, Airequipt Changer, Case
- Brumberger Auto Rocket and Case
- Mansfield, Auto Changer and Case

ONLY $39.50

BRAND NEW

B & J SPEED PRESS CAMERAS



- 4 x 5 BURKE & JAMES OUTFIT with 135mm f4.5 Ctd. STEINHEIL LENS.
- COMPUR SYNCH. SHUTTER
- KALART RANGEFINDER
- ROTATING GRAPHIC BACK

2 x 3 MODEL with 105mm STEINHEIL LENS—SAME AS ABOVE **$129.50**

BRAND NEW **$139.50** SPECIAL REG. VALUE $224

New AUTO PRAKTIFLEX

FX 1956

W/F2.8 WESTANAR, FULLY AUTOMATIC **$99.50**

W/F2 WESTAGON, FULLY AUTOMATIC **$114.00**

Special—W/2.8 TESSAR PS and 105mm F4.5 TELE LENS OUTFIT $99.50

LEATHER EVEREADY CASE $8.50
PRAKTIFLEX SYNCH. FLASH 7.95
PRISM FINDER 13.95

SAVE OVER 60% f2.8 ZOOM LENS

for all 16mm cameras
Berthiot Pan Cinor
Brand New disc model
With FINDER
reg. $447.50

$179.50

Highest trade-in allowances on your old lenses

NOW YOU CAN OWN THE TELEPHOTO LENS YOU'VE ALWAYS WANTED!

ALL BRAND NEW
Unbeatable Value for
EXAKTA, PENTACON, ETC.
135MM. KREUZNACH F4.5
FAMOUS GERMAN TELEPHOTO LENS LIST 59.59

SPECIAL CLOSE-OUT PRICE BRAND NEW **$24.95**

FREE SUBSCRIPTION TO "BOLEX REPORTER" INCLUDED

3 LENS BOLEX H16 OUTFIT
A terrific buy at this WHOPPING LOW PRICE!

You get:
- Bolex Camera Body used plus Brand New Lenses
- Brand New { 15mm f2.8 Wide Angle; 25mm f1.9 Normal Angle; 75mm f4.5 Telephoto }

COMPLETE **$218** USED

Lenses for LEICA, CONTAX	Used Price	Cash or Trade-In
28mm f3.5 Nikkor	77.50	65.00
28mm f3.5 Serenar	77.50	55.00
35mm f2.8 Biogon	76.00	65.00
35mm f2.5 Nikkor	94.50	70.00
35mm f3.2 Serenar	67.50	45.00
35mm f3.5 Nikkor	52.50	40.00
35mm f3.5 Summaron	54.50	40.00
50mm f2 Summitar	59.50	40.00
50mm f3.5 Elmar	37.50	25.00
50mm f2 Summicron	96.50	75.00
85mm f1.9 Serenar	104.00	80.00
85mm f2 Sonnar	78.00	60.00
85mm f2 Nikkor	86.00	70.00
85mm f1.5 Summarex	177.50	140.00
90mm f4 Elmar	54.50	40.00
125mm f2.5 Hektor	93.50	70.00
135mm f3.5 Nikkor	67.00	50.00
200mm f4.5 Telyt	102.00	75.00
135mm f4.5 Hektor	61.50	40.00
135mm f4 Sonnar	76.50	65.00
35mm SINGLE LENS REFLEX		
Exakta VX f2.8 Tessar PS	149.50	120.00
Exakta VX f2 Biotar Auto RF	221.50	180.00
Exakta VT f2 Biotar PS	159.50	135.00
Exakta VT f2 Westagon Auto	167.00	140.00
Pentacon f2 Biotar PS	126.50	100.00

35mm CAMERAS	Used Price	Cash or Trade-In
Argus C-3 f3.5 outfit	32.95	25.00
Argus C 4 f2.8	49.50	35.00
Kodak 35 f3.5 RF	27.50	20.00
Kodak Retina IIIC f2	112.00	85.00
Kodak Signet f3.5	39.50	30.00
Konica II f2.8	55.00	35.00
Minox IIIS f3.5 outfit	76.50	55.00
Mercury II f2.7	17.50	10.00
Robot Royal II 9 Xenon	134.50	110.00
Minolta A f2.5 RF	29.50	20.00
Robot Star II 1.9 Xenon	73.00	55.00
Voigt Vito B f3.5	27.50	20.00
Voigt Vitessa L f2	99.50	75.00
Ricoh 35 f3.5 outfit	37.50	25.00
35mm STEREO		
Kodak Stereo f3.5	45.50	30.00
Revere f3.5	71.50	60.00
Stereo Realist f3.5	62.50	55.00
2¼x2¼ REFLEX		
Exakta 66 f2.8 Tessar	177.50	150.00
Graflex 22 f3.5	42.50	30.00
Minolta Autocord f3.5	64.00	50.00
PRESS CAMERAS		
23 Ann. Graphic RF f4.5	79.50	55.00
45 Ann. Graphic RF f4.5	87.50	65.00
45 Linhof Super Tech RF f4.5 MT	197.00	165.00

COLUMN 1 . . . The Price Of Used Merchandise For Sale.

COLUMN 2 . . . Immediate Cash We Will Pay You For Your Equipment.

A) Your Used Equipment Can Be Sent As Down Payment or Trade-In.

B) On NEW EQUIPMENT, write for lowest current prices.

C) Where Possible, Indicate 2nd Or 3rd Choice.

16mm CAMERAS	Used Price	Cash or Trade-In
Auricon f1.9	534.00	350.00
B&H 200T f1.9	155.50	125.00
B&H 70DL f1.9	216.50	175.00
B&H 200 f2.5	106.50	80.00
Bolex H-16 Leader f1.9	147.50	120.00
Bolex H-16 DeLuxe f1.5	289.00	225.00
Bolex H-16 Leader (3 lenses)	197.50	175.00
Bolex Pan Cinor f2.8 lens	157.00	125.00
Cine Kodak Mag. f1.9	53.50	45.00
Cine Kodak 100 f1.9	167.00	140.00
Cine Kodak Royal f1.9	92.50	70.00
Keystone A-12 f1.9 Tur	95.50	70.00
Keystone A-9 f2.5	56.50	45.00
Keystone A-15 f1.5	126.00	95.00
Keystone Mag f1.9	102.50	80.00
Pathe Super 16 Tur	225.00	180.00
Vistascope outfit	70.50	60.00
Zoomar f2.8	379.00	300.00
16mm PROJECTORS		
Bolex GR-16 750W	219.00	150.00
B&H 273 A 750W	98.50	85.00
B&H 173 750W	159.00	125.00
Keystone A-82 750W	62.50	55.00
Keystone K-161 750W	73.50	60.00
Revere 48 750W	74.00	60.00

16mm SOUND PROJECTORS	Used Price	Cash or Trade-In
B&H 385C 1000W	279.00	215.00
B&H 202C 1000W	389.00	325.00
Kodak Pageant	269.00	190.00
Revere SP16 750W	159.00	135.00
EXPOSURE METERS		
Argus	10.95	7.00
Brockway M2 (Norwood)	15.95	10.00
Brockway M3	10.95	7.00
GE DW68	10.95	8.00
GE PR1	15.50	10.00
Leica	14.95	10.00
Minilux	6.75	4.00
Minox	15.50	8.00
Polaroid	8.50	6.00
Sekonic	3.50	3.00
Weston Dr	10.50	8.00
Weston II Universal	13.50	10.00
SLIDE PROJECTORS		
AO 500 Auto 500W	39.50	30.00
Brumberger 300 2¼x2¼	34.50	25.00
Kodak Merit 150W	17.50	12.00
Kodak Signet Auto 300W	47.50	35.00
SVE Skyline Auto 300W	26.50	20.00

35mm KODACHROME

PROCESSING INCLUDED IN PRICE
FACTORY PACKED—1957 DATED

20 EXP.		36 EXP.	
1 ROLL	for $2.85	1 ROLL	for $4.25
3 ROLLS	for 7.95	3 ROLLS	for 11.59
6 ROLLS	for 14.99	5 ROLLS	for 18.75
10 ROLLS	for 24.50	10 ROLLS	for 35.95

LIMIT — 10 ROLLS PER CUSTOMER

LOAD YOUR OWN 35mm ANSCO CHROME
(SO QUICK — SO EASY — SO ECONOMICAL)
A CHILD CAN LOAD A ROLL IN 90 SECONDS!
A 20-EXP. ROLL COSTS ONLY **$1.11**

1 A Daylight Bulk Film Loader
2 28 ft. of Ansco Chrome—enough for 8 rolls (tongued—frame numbered—1956 date)
3 8 Brand new cassettes 4 8 Mailing bags

ALL FOR ONLY 8.88

35mm GUARANTEED Factory Fresh RELOADS

These Cartridges are Laboratory packed and Quality Controlled by MINIFILM in its own Air conditioned Darkrooms. Twenty and 36 Exposure Cartridges are manufactured daily from 100 ft. rolls received fresh from Eastman Kodak and Ansco. Careful supervision and tremendous sales turn-over insures you getting reloads which are equal in quality and freshness to cartridges factory packed. THE ONLY DIFFERENCE IS THE PRICE.

PRICES INCLUDE DEVELOPING AND MOUNTING

ANSCOCHROME 20 Exp.	ANSCOCHROME 36 Exp.	ANSCO COLOR 20 Exp.	ANSCO COLOR 28 Ft.	EKTACHROME 20 Exp.	EKTACHROME 36 Exp.
1 Roll 2.50	1 Roll 3.75	3 for 4.95	1 Can 11.95	1 Roll 2.50	1 Roll 3.75
3 for 6.65	2 for 6.95	6 for 9.59	2 Cans 23.39	3 for 6.95	2 for 7.35
5 for 10.50	3 for 10.29	10 for 15.49	3 Cans 33.95	5 for 10.95	3 for 10.50

28 ft. 35mm ANSCOCHROME Incl. Film Loader, 8 Coils & Mail Bags —Developing & Mounting for 8 rolls **$14.95**

35mm Ektachrome Bulk Film 1957 Date 28 ft. Price Incl. Dev. & Mtg. $16.95 No Dev. 28 ft. $11.50—100 ft. $38.00

MOVIE KODACHROME

1 Yr. Expiration
FACTORY PACKED Daylight or Tungsten

8mm 25ft. Double Rolls	16mm 100 ft. Roll
4 Rolls $9.45	1 Roll $7.15
7 Rolls 14.99	3 Rolls 19.95

KODAK TRI-X • PANATOMIC X

20 EXP. — 6 ROLLS $1.79 — 10 FOR $2.25
36 EXP. — 4 ROLLS 1.97 — 7 FOR 3.15

50 FEET — $2.25 • 100 FEET — 3.75

KODACHROME STEREO

PRICE INCLUDES DEV. & STEREO MTG.

20 EXP. — 3 ROLLS $9.95

MINIFILM CAMERA CORP. DEPT. P-9.

1190 AVENUE OF THE AMERICAS (2 BLOCKS SOUTH OF RADIO CITY)
NEW YORK 36 · JU 2-1416 · WHERE CUSTOMERS BECOME FRIENDS

PLEASE ENCLOSE ESTIMATED POSTAGE & INS. EXCESS WILL BE REFUNDED
NO C.O.D. UNDER 10 DOLLARS
PLEASE ENCLOSE 20% ON C.O.D.

$100,000.00 Camera Stock Slashed!

Sid Klein MOVING SALE!

Sid Klein Moving To Larger Quarters

Sid Klein 7928

8mm USERS!

GET TWO LENSES IN ONE EDNALITE DUAL LENS

Now any 8mm. movie camera becomes a turret camera with the new Ednalite DUAL-LENS. One revolutionary Lens System, DUAL-LENS, combines Close-up clarity for TELEPHOTO shooting, plus panorama-like WIDE ANGLE movies by simply reversing the DUAL-LENS. Nationally advertised with Viewfinder and case at $24.95.

Lens Adapter (specify Lens) $1.75

SALE PRICE $13.95

4-LAMP LIGHT BAR

Here's a terrific value! Folding 4-Lamp Light Bar, complete with metal carrying case and 4 Reflector Lamps.

Reg. $24.95

SALE PRICE $13.95

SAVE $21.55

BRAND NEW **ARGUS C4** Disc. Model

• f2.8 Coated Lens
• Coupled Rangefinder
• MX Flash Synch.

REG. $84.50 SALE PRICE $62.95

FAN FOLD B. C. FLASH

Collapsible, folds to 2x4¼", fast light ejector. Specify camera. With B.C. Battery and case—SALE PRICE $7.95

SAVE $100 ON USED MODEL

The New NIKON S-2

• Life-Size RF Viewfinder
• Single Stroke Film Transport
• Positive Flash Syncro Selector and Lots More Features

WITH 50MM NIKKOR F2, Reg. $299.50, like New... $219.50
WITH 50MM NIKKOR F1.4, Reg. $345.00, like New... $245.00

TERRIFIC TRIPOD OFFER

STAR D CONQUEST ELEVATOR

3 section, with Multi-Cam Platform and tilt panhead. Reg. $19.95 SALE PRICE $13.95

Specify Color: Gold, Blue, Copper, Red.

Star D18, 3 Section, Reg. $15.40 SALE PRICE $9.75

20% DISCOUNT ON KODAK COLOR FILMS

Original Factory Cartons
Guaranteed Fresh Dating

Buy 3 rolls and save

	3 ROLLS Reg.	Sale
35 mm. Kodachrome 20 exp.	5.55	4.44
35 mm. Kodachrome 36 exp.	7.80	6.04
35 mm. Ektachrome 20 exp.	5.55	4.44
8 mm. Kodachrome, 25 ft. roll*	11.25	9.00
8 mm. Kodachrome, 25 ft. mag.*	13.95	11.16

We guarantee this film to be genuine Eastman Kodak film in original factory package . . . not reloads.
*Includes processing

TWO WEEK FREE TRIAL—MONEY-BACK GUARANTEE
"INTEGRITY ABOVE PROFIT"

Sid Klein
7928 Beverly Blvd.
Los Angeles 48, Calif.
Phone WEbster 1-1089

New High-Speed Movie Film

(*Continued from page 52*)

ratings, have been used to cover many headlines. You may have seen some on the News Caravan, the first daily television news program to report spot news in color on the day of the event.

The most dramatic quality of this emulsion is its extreme speed. If there is any error in the published rating of 32 and the 125 rating we use frequently, it is on the side of conservatism. And in the case of the processing modification for the higher rating, it should be noted, the result is a full range of accurate color reproduction—not a bizarre red or green haze tolerated just for the sake of an image.

The most frequent difficulty in working with this film is a tendency to overexpose. Usually, this is because the cameraman refuses to believe color film can be this fast and opens the lens just a bit more than the meter indicates—to "make sure."

Next most important in news work—and to the amateur—is this film's ability to render accurate shadow detail while maintaining natural color. Thus, in test setups lighted only for the model in the foreground, with no thought of the background at all, we find the background coming through clearly anyhow.

For the first time we see what's beyond the door back there, out of the lighted area. The same characteristic, needless to say, indicates a much greater latitude for exposure error.

As for Anscochrome Tungsten's accuracy of color reproduction, this must be rated the same as that produced by Anschochrome Daylight. Nearly every viewer finds it pleasing and highly accurate.

It is not, however, as sparkling and "snappy" as the more familiar materials. Indeed, some who believe all color photographs must show "bright blue skies" are disappointed. But this disappointment, it generally develops, is caused by the fact that most people are unaccustomed to seeing color shots of the situations this film makes it possible to record for the first time.

For example, one viewer protested that the sky was gray and a building in the background was too hazy and bluish. When told the scene was exposed on a foggy, rainy day and that the film caught the colors exactly, his disappointment changed to amazement. He didn't know you could make color pictures of things like that.

On one characteristic of Anscochrome Tungsten there can be no dispute. It has a definite grain structure—noticeable to the same extent as it is on Anscochrome daylight. That is, these materials have about the same grain as medium-fast black-and-white materials when processed normally, with the grain increasing in size as processing is modified for higher ratings.

In news work we do not find this grain structure objectionable, and the same probably will be true in the amateur field.

These comments sum up the results of the toughest testing known — in the rough-and-ready field of newsfilm reporting, where the event, not the photographer, dictates and controls shooting conditions.

The average amateur and the professional news cameraman work with vastly different equipment, and there's a wide gulf between them in experience and knowledge of the medium. But when it comes to making the picture, they're both in the same boat. The subject and the setting are in control, not the man behind the camera.

For both amateur and professional newsman, then, this is the first film that makes it possible to shoot color almost anywhere, any time.

Now that we have tested it at all hours, with available light, with ordinary barlights and with full production lighting, we are sending Anscochrome Tungsten to our staff cameramen from Hong Kong to Moscow.

For us, color photography is now beyond the barrier of sensitivity. The future lies in using it in more and more news centers around the world, in the possibilities that will be opened by the same emulsion on a 35-mm stock, and in experiments in the field of sound recording on this new film.

For the amateur, all the surprises we have enjoyed in the last few months still lie ahead, waiting on the day the first rolls are purchased.

What was impossible only months ago, he will then do every day. And in this case, the impossible won't take any longer. What seemed unbelievable for years has become commonplace.—▶

FACTS FOR AMATEURS

Price: 16-mm Anscochrome Tungsten rated at a 32 exposure index (processing included in price): 50-foot magazine, $6.70; and 100-foot roll, $9.96. These prices do not include tax.

Prices for processing of 16-mm Anscochrome Tungsten rated an exposure index of 125 are 7½ cents per foot with a minimum charge of $10 per order. This film will be sold in 50-foot magazine and 100-foot rolls.

(Anscochrome Tungsten with an exposure index of 32 can be shot at 125 and processed for the high rating. However, there is an extra charge for processing.)

Where to send film: The 16-mm Anscochrome with an exposure index of 32 can be sent to the nearest of the three Ansco laboratories. Mailing instructions are enclosed in film boxes. Anscochrome Tungsten having an exposure index of 125 is processed by Ansco's laboratories in Chicago or Union, N. J., or you can take it to your photographic dealer.

Marking: The photographer should write clearly on the film box the rating he used; *Do not mark the number of frames per second instead of the exposure index. No information is available on marketing Anscochrome Tungsten in 8-mm form.*

Meet the Winners

(*Continued from page* 116)

photo studio since he became interested in photography about three years ago. The winning portrait of his sister Diane is his first prize-winner. Donald is president of the newly organized camera club at Redmond H. S. and also serves as a reporter on the school newpaper. POPULAR PHOTOGRAPHY has been one of his main sources of instruction. Donald works with a Rolleicord V and a Canon III C. Several of his photographs have been published in his high school annual.—

Don McClure

POPULAR PHOTOGRAPHY'S Traveling Salons

Traveling Salons are made up of selected prize-winning prints from POPULAR PHOTOGRAPHY's International Picture Contests. Salons are supplied to clubs, stores, schools and other organizations open to the general public, for exhibit. For details, write to Salon Department, POPULAR PHOTOGRAPHY, 366 Madison Ave., New York 17, N. Y. At times when demand exceeds supply of Salons, you will be sent information, and your request will be placed on our waiting list to receive a Salon at the first possible opening.

June 2-16

CALIFORNIA, China Lake—(China Lake Photographic Society); Ninth Salon.
CALIFORNIA, Pacific Grove—(The Camera Exchange); Tenth Salon.
FLORIDA, Lake Wales—(Ridge Camera Club); Fifth Salon.
INDIANA, Fort Wayne—(Marks Camera Shops); Ninth Salon.
MASSACHUSETTS, Dedham—(Dedham Public Library); Eighth Salon.
MINNESOTA, Brainerd—(Madden Lodge); Eleventh Salon.
NEW MEXICO, Carlsbad—(Carlsbad Camera Club); Eighth Salon.
NEW YORK, New York—(Foremost Camera Stores, Inc.); Eleventh Salon.
PENNSYLVANIA, Reading—(Berks Camera Club); Tenth Salon.
WISCONSIN, Merrill—(L. F. Strassheim Co.); Eleventh Salon.—

WALL ST. Camera Exch.
"SHOP AND SWAP CAMERA CENTER"
WSC EXCH.
80 WALL STREET NEW YORK 5, N. Y.

TRADE-IN

BRAND NEW 1956 CANON VT
69.50 Plus Your Leica IIIF (Body for Body)
$108.50 + Your Canon IVS-2
99.50 + Your Leica IIIC
69.50 + Your Contax IIA
38.50 + Your Nikon S-2
48.50 + Your Exakta VX

50mm F1.2 CANON LENS
$ 88.50 + Your Summarit f1.5
98.50 + Your Summicron f2
118.50 + Your Serenar f1.8
117.50 + Your Summitar f2

35mm F1.8 CANON LENS
$68.50 + Your Summaron 35mm
88.50 + Your Elmar 35mm
68.50 + Your Canon 35mm
57.50 + Your Canon 28mm

ALL NEW FLASH MODEL
BRAND NEW 1956 AUTOMATIC EXAKTA VX
Single Flash Post—no more confusing 4 holes • Internally improved shutter • body lock, prevents accidental exposure • New Exposure Counter • Standardized Rewind, etc.
(Body for Body) 18.50 PLUS your old EXAKTA VX

BRAND NEW 1956 RETINA IIIC
• Interchangeable Lenses • Light Value System • Self Timer • Fully Synchronized • Rapid Wind Film Lever • Exposure Meter.
Plus Your Retina IIA 79.50

BRAND NEW 1956 CONTAX IIIA & IIA
• Fully MX Flash Synch • All bulbs & strobe • Standard Flash Posts—needs no special cords.
69.50
old IIIA for New IIIA
old IIA for New IIA
(BODY FOR BODY)

BRAND NEW 1956 AUTO ROLLEIFLEX LVS
• New Light Value System • Automatic Exposure Selection • Large Focusing Knob • Intentional Double Exposure.
66.00 PLUS your old Rolleiflex MX
New 1956 Rolleicord V $49.50 Plus your old Rolleicord IV.
Just out New 1956 Rollei 2.8D. Trade: Your old Rolleiflex.

Brand New 1956 NIKON S-2
• Rapid Film Transport • 1-1 1000 sec. • Synch for strobe & bulbs • Single Window Range & Viewfinder focusing • Life size finder • Luminous focusing
69.50 Plus Your Contax IIA or Leica IIIF (Body for Body)
108.50 + Your Nikon S1

BRAND NEW 1956 LEICA M3
• Rapid Film Transport • Single Window View-Rangefinder • Life size image • Self Timer • Bayonet Lens Mount.
119.50
PLUS YOUR OLD LEICA IIIF (SELF TIMER)

35mm AUTOMATIC LENS
f2.8 Zeiss Flektagon
AUTOMATIC WIDE ANGLE
39.50 PLUS your 28mm Angenieux
58mm F 2 AUTOMATIC BIOTAR $9.50 and your pre-set Biotar.

By special arrangement, we are able to bring you these Sensational, World Famous Single Lens Reflex outfits at a tremendous saving to you!
SAVE UP TO 60%

BRAND NEW EXAKTA VX OUTFIT
NOW → 258.50
REG. 592.90
FREE PHOTO ELECTRIC EXPOSURE METER
• Brand New Exakta VX*
• Pre-set 58mm F2 Biotar Lens
• Penta Prism Finder (IMAGEE)
• Extra Ground Glass Insert
• Split-Image Rangefinder Insert
• 100mm f4.5 Exakta Telephoto Lens
• Exakta Extension Tube Set for Close-Ups
• Exakta B.C. Flashgun • Leather Case (* Discontinued)
Latest 1956 Exakta VX body instead of discontinued, add..... $29.50
F2 Automatic Biotar Lens instead of pre-set Biotar, add..... $49.50

BRAND NEW 1956 EXA MX OUTFIT
• Brand New EXA MX
• 50mm F3.5 Zeiss Tessar Lens
• Penta Prism Finder
• Split-Image Rangefinder Insert
• Extra Ground Glass Insert
• 100mm f4.5 Exa. Telephoto Lens
• Extension Tube Set for Close Ups
• Exa B.C. Flashgun • Leather Case
Regular $282.15 NOW 117.50
F2.8 AUTOMATIC WESTANAR LENS instead of F3.5 Tessar..... $19.50 more

BRAND NEW 1956 FULLY AUTOMATIC PENTACON OUTFIT
Regular $463.20
NOW 179.50
FREE PHOTO-ELECTRIC EXPOSURE METER
• 1956 Automatic Pentacon
• 50mm f2 Automatic Westagon Lens
• Prismatic Viewfinder
• Strobe & Bulb Synchronization
• 100mm f4.5 Pentacon Telephoto Lens
• Extension Tube set for Close-ups
• Pentacon B.C. Flashgun
• Leather Case

BRAND NEW 1956 FULLY AUTOMATIC PRAKTIFLEX FX OUTFIT
• Brand New 1956 Automatic Praktiflex FX
• 50mm f2.8 Automatic Westener Lens
• Extra Prism Finder
• 100mm f4.5 Praktiflex Telephoto Lens
• Praktiflex Extension Tube Set for Close-Ups
• Leather Case • BC Flashgun
Reg. 317.20
NOW 137.50
F2 AUTOMATIC WESTAGON instead of f2.8 WESTANAR ADD $17.50

fR-II ELECTRONIC FLASHGUN
regular 54.50 NOW 36.50
4 Flashes for 1¢
• Weighs only 2½ lbs.
• Uses 4 flashlight batteries
• Good for 10,000 Flashes
USED

WALL ST. CAMERA EXCH.
80 Wall St., New York 5P, N. Y.
Dept. P76
Phone: BOwling Green 9-1537
☐ I WANT TO BUY. Rush best offer on .....
☐ I want to trade. Rush best offer for
my .....
Name .....
Address .....
City/Town ..... State .....
☐ Send Copy of Wall St. Cam. News Free!

SATISFACTION or money refunded
with DELPRO

Do Your Own Processing—and SAVE!
DEVELOPING KITS*† FOR NEW ANSCO-CHROME AND ANSCO COLOR for Home Use
3 for 3.25
1-Qt. size 1.29
6 for 6.00
3½ gal. (shpg. wgt. 22 lbs.), exp. coll. only 6.95
Shpg. wgt.: 1-qt., 3 lbs.; 3-qts., 6 lbs.

35mm ANSCO COLOR†
1956 dated. Types 934 & 935 Daylight or Tungsten
6 for 4.75
3 for 2.50
100' Bulk Tung. (free day. filter) 13.95

35mm x 100' GUARANTEED SAFETY FILM*
• Plus-X • Super-XX
• Background-X • Microfile
• Ansco Supreme
ea. 1.75
any 3—4.95
In metal daylite loading cans.
Specify film, when ordering

120 and 620 ROLL FILM.†
Super-XX (100ASA) or Triple-S Pan. 10 for 2.49

MONTHLY SPECIALS*

ENLARGING PAPER	Ea.	3 for
4x6 DW, SM, ±2, 3, 100's	.98	2.75
5x7 DW, SM, ±2, 3, 100's	1.40	4.00
8x10 SW, GL, ±2, 3, 100's	2.75	7.75
8x10 DW, SM, ±2, 3, 4 100's	2.75	7.75
8x10 SW, SM, ±2, 3, 4 100's	1.50	3.98
10x10 SW, SM, ±2, 125's	2.75	7.75
10x10 Varigam, 250's (wgt. 10 lbs.)	7.00	20.00
11x14 DW, SM, ±2, 3, 50's	2.50	7.00
CONTACT PAPER		
8x10 SW, SM, ±2, 3, 4, 100's	.75	2.00
8½x11 Copy Reflex, 100's	.98	2.75

35mm x 20-EXP. ROLLS.* 1956 DATED!
New 35mm E.K. Tri-X, ASA200 Day., ASA160 Tung. ..... 6 for 1.49
DuPont Superior ±2, Plus-K and Ansco Supreme & Super-XX ..... 6 for 1.49
Aero Ektachrome Proc. & Mtg. incl. 1.75 ea., 3 for 4.95
120 & 620 Aero Ekto (Proc. incl.) .. 1.75, 3 for 4.95

4x5 CUT FILM*†
• Isopan 25 sheets
• Proc. Ortho
• Infra-Red 1.29
• Triple-S Ortho any 3
• Super Pan Press 3.75
• Arrow Pan
Ansco Color, Day or Tung. 10's ... 1.75, 3 for 4.95
Write for Bargain Listing.
† Reloaded or repacked from bulk.
* Surplus but guaranteed.

1956 AERO EKTACHROME
35mm x 20-Exp. (ASA40)
120 & 620 (ASA40 or 100)
1.75 ea., 3 for 4.95
Proc. Incl. (& mtg on 35mm)

SER. VI FILTERS, Orange G-15 for B&W, 98c; No. 25 for Infra-Red, 98c. (Reg. 2.25.)

DELPRO SALES CO. (Dept. P-1)
Smithtown, N. Y.

YOU CAN STEP INTO THE PICTURE WITH
KOPIL PUSHBUTTON SELF-TIMER
Just push the button and you're on your way to become one of the "subjects"!
PHOTOGRAPHIC IMPORTING & DISTRIBUTING CORP.
135 Broadway, New York, N.Y.

FREE COLOR ENLARGEMENT
with Ektachrome, Kodachrome and Anscochrome, custom quality, processed by experts.

EKTACHROME and ANSCOCHROME 120 and 620		$1.90
EKTACHROME and ANSCOCHROME 35mm	20 exp.	1.25 (mounted)
	36 exp.	2.50 (mounted)
KODACHROME	20 exp.	1.50 (mounted)
	36 exp.	2.50 (mounted)

Free Coupon Good for Relief Size Custom Color Print With Every Roll Processed
EKTACHROME and ANSCOCHROME, factory fresh guaranteed

reloads	20 exp.	$1.50
	5 for	6.95
KODACHROME original rolls	20 exp.	1.59
	36 exp.	2.79

DELUXE COLOR PRINTS from your transparencies ... full 2¼ x 3¼ ... only 35¢
Send for complete price list and mailing bags. Money back if not satisfied

NATIONAL PHOTO LABS NEW HYDE PARK 11 N.Y.

Learn PHOTOGRAPHY at Home
Splendid Hobby or Vocation
Prepare in spare time. Practical basic training. Long-established school. Send for free booklet, "Opportunities in Modern Photography" and particulars. Sent postage prepaid. No obligation.
AMERICAN SCHOOL OF PHOTOGRAPHY
835 Diversey Parkway, Dept. 226B, Chicago 14, Illinois

CHICAGO TRADE SHOW—PART II

This second and final installment of our report on the 1956 MPDFA Convention covers darkroom equipment, unique developments, and significant trends highlighted by various products at the Show

By NORMAN C. LIPTON

Darkroom Equipment

Full-line exhibits by such old standbys as Simmon Brothers (enlargers), FR, Edwal, and Clayton (chemicals), Testrite (low-cost enlargers) and some ingeniously designed new equipment made it apparent that home darkroom activity is continuing to hold its own. . . . Beseler's new 23C enlarger for negatives from 8-mm to 2¼x3¼ inches, priced at $139.75, is an interesting and practical development from the revolutionary Beseler 45 introduced a few years ago. . . . A really economical enlarger for Minox negatives, the Amato (made by Kindermann of Ochsenfurt, Germany), shown by Voss Photo Products created much interest. A magnification of 18x on the baseboard, 15x on the easel, is produced by the 1-inch f/2.8 lens that comes with this $49.95 unit. . . . The Saunders Borderless Enlarging Easel was a traffic stopper, priced at $14.50 and taking paper sizes up to 11x14 inches. Two ingeniously designed bars hold down the paper without blocking the printing light at the edges of the paper they hold in place.

A simplified version of the $300 Elwood Model 1200 Photric Timer for enlarging exposure control was introduced by the Fotomatic Corp. of Indianapolis. The new unit is known as the Model 400 Elwood Photric Timer and costs but $118. Like the more expensive unit, the 400 measures the image density as projected onto the enlarging easel during the printing cycle, and it automatically shuts off the printing light when the correct exposure time has elapsed. A number of the operating conveniences of the more expensive unit are omitted in the new 400 timer. . . . As a printing accessory for Kodak new Type C color-print paper, the Miller Color Cycle Timer was introduced by Valley Photographic Center of Burbank, Calif. The unit automatically exposes color negatives through the three separation filters, after the correct exposure times have been set. Exposures can range from ½ second to 60 seconds, and the filter changing is done smoothly and automatically; price, $295 for the standard Omega enlarger unit, which can be adapted to fit other enlargers.

There seems to be an unmistakable trend toward the use of high-impact plastics in darkroom tray and sink design. Cesco-Lite deep hypo trays made of Cycolac high-impact plastic were introduced by Columbian Enamelling & Stamping Co. The material is less expensive than enamel, and claimed to be four times stronger than high-impact styrene, and it is guaranteed to be unbreakable. The trays are all 6 inches deep, and the 16x20-inch size is priced at $21.50. . . . And the line of Kreonite Inc. (Wichita, Kansas) professional darkroom and laboratory sinks introduced last August at the PA of A trade show in Chicago, has been augmented by a new line of Kreonite darkroom trays made of the same unbreakable high-strength glass-reinforced plastic. The complete range of sizes, and prices, will be announced at a later date.

Significant Trends

An American-made camera with behind-the-lens leaf-type shutter and full interchangeability of lenses has finally appeared in the form of the Argus C-44. It comes with a bayonet-mounting 4-element 50-mm f/2.8 Cintagon lens, at $97.50. The lens is interchangeable with a 100-mm f/3.5 telephoto at $59.50 and a 35-mm wide-angle Cintagon f/4.5 at $56.50. You'll find a more elaborate description of this and other new 35-mm cameras in Bob Schwalberg's *35-mm Today* department of last month's issue.

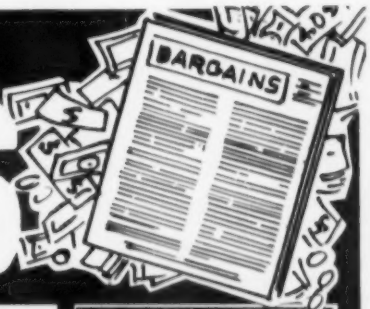
Germany's reply to Japanese introduction of the twin-lens-reflex camera with built-in light meter is embodied in the new Zeiss Ikoflex I-C which has an integral exposure meter whose needle and ASA-calibrated scale are read on the camera's focusing screen. Readings are given in LVS Deckel light values and converted for use with the camera's Prontor SVS shutter by a calculator engraved on the camera's focusing knob. Prices, $119 with f/3.5 Novar lens; $139 with f/3.5 Tessar.

By way of emphasizing that conventional flashbulbs are still very much on the scene, the Heiland Division of Minneapolis-Honeywell (one of the big producers in the electronic-flash equipment field) introduced a radically different B-C flash unit for expendable flashbulbs—the Heiland Foto Mite. The socket is designed for interchangeable use of pinless-base M2 flashbulbs as well as bayonet-base midg-

Heiland Foto-Mite has dual-purpose lamp socket for M2 and bayonet-base flashbulbs.

ets; the M2 socket stays in place when the used bulb is ejected. The unit is only 1⅝ inches thick and it has a polished

AIR PHOTO BARGAINS



K-20 AERIAL CAMERA

6½" f4.5 lens

Rapid-sequence on 4x5 neg. Hand-held & operated. Shutter speeds to 1/500.

Guaranteed **64.50**

Shp wt 25 lbs

F-8 AERIAL CAMERA

15" f5.6 lens

Hi-Speed focal plane shutter. Roll film or cut film. Lens sells for $215!

139.50

Shp wt 35 lbs

K-21 AERIAL CAMERA

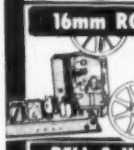
WITH 7" f2.5 AERO EKTAR

The camera that made record history. Lens removes easily—adaptable to 35mm press & movie

BRAND NEW **79.50**

shpg wt 55 lbs

16mm RCA PROJECTOR



Sound projector at silent price. 2" f1.6 lens, 10" speaker. Our special, used

189.50

shpg wt 65 lbs

BELL & HOWELL TRIPOD

EYEMO HEAVY DUTY

For all pro & semi-pro movie & still. Single gear action. 72" open

Like-new **89.50**

Shpg wt 35 lbs

3" f1.9 MOVIE LENS

Fits all 16mm movie cameras 3x magnification coated lens; click stops BRAND NEW

27.50

65¢ post & ins

Leather case 75¢

BELL & HOWELL 70DL

16mm finest movie camera, turret job. Complete with 1" f1.9 15mm f2.8 and 3" f4.5, all in focusing mount.

Used **269.00**

Shp wt 45 lbs

WATSON MOVIE DEVELOPER

16/35 Develop your own movies. Complete with rigs, reels etc.

Value 167.00

Our Surplus unused **54.50**

Shp wt 45 lbs

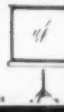
HOME MOVIE SCREENS

Glass beaded fabric. Tripod stand. Value much higher

30x40 *	6.95
40x40 *	8.95
37x50	10.90
50x50	13.40

* 1.25 post

shpd express



PAPER

ENLARGING PAPER

SIZE	TYPE	QUANT	PRICE
7x8⅝	Enlarging Resista, SWSM 1	200	1.75
8x10	Ansco Brovira, DWSM 2	100	3.69
8x10	Ansco Brovira, DWSM 3	100	3.69

8x10 Bromide, Single wt., glossy grades 1, 2, 3 & 4 — 100 sheets 3.29

10x10	Malobrome, DWSM 1,2,3	100	3.69
10x10	Varigam, SWSM Hi-Sp	250	7.50
10x10	Varigam, SWSM Reg	250	7.50
10x10	Haloid, SWGL 1	100	3.29

8x10 Varigam. Single wt semi-matte — 200 sheets 10.60 — 100 sheets 3.75

11x14	Malobrome, SW Lstr 1,3,4	50	3.50
11x14	Malobrome, DWGL 1	50	1.75
11x14	Varigam, SWSM Hi-Sp	50	3.75
11x14	Malobrome, SWGL 2,3	50	3.39
11x14	Malobrome, SWSM 3	50	3.50

11x14 Malobrome, Double Weight glossy. Grade 3. 50 sheets 3.75

12x18¾	Malobrome, SWGL 1	50	3.90
16x20	Malobrome, SWGL 2,3,4	50	6.25
16x20	Enlarging, DWSM 1	50	5.75
20x24	Defender Velour Black, SWSM 1	72	2.95
20x24	Kodabromide, SWSM E4	50	7.50
20x24	Malobrome, SWSM 1	25	1.95
20x24	Malobrome, SWSM 4	100	13.50
20x24	Enlarging, DWSM 3	50	9.75
24x30	Brovira, DWSM 3	125	34.50
24x30	Brovira, DWSM 2	125	34.50
24x30	Brovira, DWSM 4	125	32.50
24x30	Brovira, DWSM 1	125	21.50

Estimate & include postage

CONTACT PAPER

1⅝x2¼	Auto Velox, SWGL No. 2	3 gr	1.30
2¼x3½	Industrial, DWSM No. 3	500	3.00
4x5	Aso, SWGL F2	gross	1.25
4x5	Contact, SWGL 1,2,3,4	gross	1.25
2¼x2½	Contact, SWGL, FO	250	1.35
8x10	Contact SWSM 1,2,3,4	100	1.75
8x10½	Contact, Light wt 2,3	100	2.00

8x10 Single wt glossy contact Grades 2 & 3 .... 100 sheets 2.75

10x10	Ad Type, Light wt. K5	250	2.00
10x10	Contact SWSM 1,2,3,4	100	1.00
10x20	Contact DW SGL 1,2,3,4	50	1.95
10x10	Contact DWSGL 1,2,3	250	4.75
10x10	Defender Apex DWSM 5	250	2.00
10x20	Contact SM Resista 1,2,3,4	100	3.00
11x14	Contact Light Weight	50	3.25
16x22	Contact LE 1,2,3,4	50	3.25
20x24	Contact LWSM 2,3	50	3.95
20x24	Contact SM Resista 1,2,3,4	50	4.95
20x24	Ansco SWSM No. 4	50	4.95
24x30	Ad type LWSM 1,2,3,4	125	8.50
24x30	Air Map Special	50	5.95

REFLEX PRINTING PAPER

8½x11	Oxalid Direct Pos	250	3.00
8½x11	Auto Positive	100	2.00
8½x11	Reflex Copy	50	1.50
8½x60 yds.	Portagraph	roll	2.95
11x17	Reflex Copy	50	3.00
11x17	Kodak Auto Pos	250	9.95
17x22	Direct Positive	250	12.00
17x22	Oxalid Pos Print	250	4.50
36"x60 yd	Lt. wt Reflex copy	roll	2.50
42"x10 yd	Blk line paper thin	roll	2.50
42"x50 yd	Oxalid black line	roll	2.50
42"x60 yd	Reflex copy Lt wt	roll	2.75
42"x60 yd	Reflex copy Med Wt	roll	2.75
42"x60 yd	Reflex copy std wt	roll	2.75

PAPER IN ROLLS

9⅝"x200'	Aero Enlarging SW 1,2,3	3.95
20"x30'	Enlarging DWSM 2, 3	4.95
20"x30'	Malobrome DWGL 2, 3, 4	4.95
30"x30'	Kodabromide DW white lstr	5.95
30"x30'	Malobrome DWGL 2,3	5.95
30"x40'	Brovira SWSM 2, 3	4.95
40"x30'	Enlg. SWSM. Resista 1	4.95
40"x30'	Kodabromide DWSM 1,2,3,4	5.95
40"x30'	Kodabromide DWSM 5	4.95
40"x30'	Ansco Brovira SWSM 2,3	4.95
40"x30'	Ad Type light weight 2	2.95

Estimate & include postage
Minimum order 2.50

FILM

35mm FILM

35mm x 100 ft	Kodak Background X	1.25
35mm x 100 ft	Dupont Superior No. 1	1.35
35mm x 100 ft	Dupont Superior No. 2	1.35
35mm x 100 ft	Dupont Superior No. 3	1.35
35mm x 100 ft	Infra Red	1.95
35mm x 100 ft	Kodak Tri-X	2.25
35mm x 100 ft	Ansco Supreme	1.75
35mm x 100 ft	Microfile	1.75
35mm x 100 ft	Ansco Finopan	2.25
35mm x 100 ft	Lineograph Pan	1.25
35mm x 100 ft	Lineograph Ortho	1.25
35mm x 100	KODAK PLUS-X	1.75
35mm x 100 ft	Kodak Super XX	1.79
35mm x 100 ft	Ansco Ultra Speed	1.75
35mm x 100 ft	Positive Duplicating	1.49
35mm x 100 ft	Ansco Color Daylight	12.50
35mm x 100 ft	Ansco Color Tungsten	12.50

35¢ per roll post & ins

35mm ANSCO COLOR

20 ft of colorful film. Load your own cartridges. Use indoor & out. EACH (Specify) 65¢ post **4.95**

35mm x 200 ft	Kodak Plus X	3.25
35mm x 200 ft	Kodak Super XX	3.25
35mm x 200 ft	Dupont Superior No. 1	2.30
35mm x 200 ft	Dupont Superior No. 2	2.30
35mm x 200 ft	Dupont Superior No. 3	2.30
35mm x 200 ft	Kodak Background X	2.30

40¢ per roll post & ins

35mm EKTACHROME

20 exposure cartridges. Daylight or tungsten. Minimum order 3 for 2.25 EACH 35¢ post **80¢**

35mm x 400 ft	Kodak Super XX	6.25
35mm x 400 ft	Kodak Plus X	6.25
35mm x 400 ft	Dupont Superior No. 2	4.45
35mm x 400 ft	Ansco Color Daylight	45.00
35mm x 400 ft	Ansco Color Tungsten	45.00

45¢ per roll post & ins

120 & 620 ROLL FILM

TRI-X, SUPER XX, INFRA-RED — Minimum order 10 ROLLS **2.29**

25¢ post & ins

MOVIE FILM

Following without processing			
16mm x 50	Infra-Red Neg (Reloads)	10 for	4.50
16mm x 50	Kodak Super XX Neg Mag	ea	1.10
Following with Free processing			
16mm x 50	Kodak Super XX Mag	ea	2.30
16mm x 50	Kodak Super X Magazine	ea	2.30
16mm x 50	Kodachrome Day Mag	ea	4.40
Following without processing			
16mm x 100	Microfile Unperforated	each	1.75
16mm x 100	Ansco Supreme Neg	Each	1.49
16mm x 100	Ansco Finopan Neg	each	1.49
16mm x 100	Kodachrome Commercial	each	4.50
16mm x 100	Kodak Super XX Neg	each	1.49
16mm x 100	Kodak Plus X Negative	each	1.49
Following with Free processing			
16mm x 100	Kodak Super X	each	2.95
16mm x 100	Kodak Super XX	each	2.95
16mm x 100	Kodak Kodachrome Day	each	7.25

CUT FILM

4x5	Infra Red	25	1.15
4x5	Ortho X	25	1.15
4x5	Triple S Ortho	25	1.15
4x5	Ektachrome Type B	10	2.95
4x5	Kodak Commercial Ortho	25	1.95
4x5	Ansco Direct Copy	25	1.45
4x5	Ansco Color Tungsten	10	1.90
4x5	Ansco Color Daylight	10	1.90
8x10	Ektachrome Type B	6	4.95
8x10	Process Pan	25	2.00
8x10	Commercial	25	2.25
8x10	Kodak Commercial Ortho	25	2.25
8x10	Kodak Metric	10	1.50
8x10	Kodak Flexichrome Stripping	10	2.30
8x10	Ansco Color Tungsten	10	2.45
8x10	Ansco Color Daylight	10	2.45
8x10	Contrast Process Pan	25	2.00
8x10	Infra Red	25	2.75
8x10	Super Ortho Press	25	2.65

All film and paper guaranteed until January 1957 or later. Minimum order $2.50.

B-10 GLOSSY-MATTE DRYER

U.S.A.F. surplus. Complete w/GE Calrod heaters, motors, 26" belt & Drum

279.00

Add 18.50 crtg chgs

7" f2.5 AERO EKTAR

Diaphragm optics. Adaptable to any still or movie camera.

Our Surplus special **47.50**

1.75 post & ins

900mm (36") f6.3 TELE

Big Bertha. Can be adapted to almost all cameras

DALLMEYER W/IRIS DIAPHRAGM

Like-New **139.50**

shpd via express

TELE-WIDE ANGLE COMBO

2 lenses for price of one. 1½" f1.9 TELE PLUS 7 in f2.5 WIDE ANGLE. For all 8mm cameras Value $75.00

BRAND NEW **29.95**

O&H add $2.95

Leather cases 75¢ ea; 65¢ post & ins

PRESS CAMERA CASE

For 4x5 press, movie, reflex. Roomy, sturdy. Keratol covered plywood. Value well over $18.00. BRAND NEW **9.95**

$1.00 post & ins

GENUINE PRISM BINOCULAR

16 x 50

Coated optics. Individual eyepiece focusing. Adjustable bridge. NEW

29.95

Add 10% PET .... case 4.95 .... 1.25 post

16mm HOUSTON DEVELOPER

For reversal or positive movie film developing. Complete with refrig. compressors etc. In manufacturers crates ready to ship. Value $4200.

1975

Shpd Express

BULK FILM COMBO

100 foot fine grain film with BRAND-NEW cartridge LOADER. Regular 12.95 value

5.95

65¢ post & ins

JUMBO GADGET BAG

5 x 10 x 12 Holds everything. Zippered closure. Compartmented. BRAND NEW

11.95

85¢ post & ins

AIR PHOTO SUPPLY CORP.

Dept. AP-7 555 E. Tremont Ave. New York 57, N. Y.

GET IT NOW . . . . . FREE

Bargain bulletin. Write to-day. Film and paper is outdated surplus, and guaranteed equal to fresh. Prices F.O.B. N.Y. Minimum order 2.50. C.O.D.'s with 25% deposit. Include postage. All items subject prior sale.

IT'S THE DUAL CAMERA!

2¼ REFLEX PLUS 35MM

ALL FOR ONLY $39.90 plus case, $5.95

Camera with Auto-Stop (illust.) $43.90

SUPER RICOHFLEX

You get this top-quality, "best buy" camera **PLUS two interchangeable backs . . . adapting to 120 film, and 35mm,** for less than the price you would normally pay for either camera. And you get brilliant, matched f:3.5 lenses and synchronized shutter to 1/200th sec.! Whether you fancy a "35" or reflex, this unique DUAL camera is always right for the job. See it now at your dealer, or write for free BOOKLET "D."

AS SEEN IN LIFE

RIKEN OPTICAL INDUSTRIES, Ltd. • 521 5th Ave., New York 17.

NOW! YOU CAN AFFORD GENUINE HOLLYWOOD WIDE-SCREEN REALISM IN YOUR OWN HOME ...for the price of a few rolls of film!!!

KINOSCOPE

Fits **any** 8mm movie camera and **your** projector, to give full **2:1** ratio pictures. Top quality hard-coated anamorphic lens, highly color-corrected and distortion-free. Made in Rochester, home of America's finest optics, by the firm who makes your local theater's wide-screen lens. **Lifetime guaranteed!**

Fits your camera's standard Series "C" Filter Adapter ($1.45 additional if ordered from us.)

Special 25" x 50" Beaded Tripod Kinoscope Screen $14.95
Kinoscope Lens and Screen Outfit 39.95

Complete with adapter for projector (state model) $27.95

SPIRATONE Inc., 49 West 27th St., New York 1, N. Y. | 25% Dep. on C.O.D. orders state cam. & proj. models
Send mail orders to: 135-06 Northern Boulevard, Dept. P-7, Flushing 54, N. Y.

chrome spherical reflector which is claimed to deliver different quantities of light with different bulb sizes. A dial-type exposure calculator is situated on the back of the lamp head to indicate the correct lens opening.

Ansco took the wraps off several new tools for color photography—(1) Anscochrome Film, flash type, in 35-mm and rolls—balanced for use with clear flashbulbs and providing a daylight exposure index of 32 when used with a suitable conversion filter (2) Tungsten-type Anscochrome 16-mm color film (balanced for 3400 K photoflood lighting), $6.95 in 50-foot magazines and $10.40 in 100-foot rolls, and (3) a new type of Printon direct-positive color-print material not as yet on the market, which, with its whiter whites and saturated reds appeared to be as much of an improvement over standard Printon as Anscochrome film is over the old Ansco Color.

Du Pont and Gevaert made one contribution each to the superspeed film derby. Du Pont SX Pan with a nominal tungsten rating of 260 was offered in perforated and nonperforated 100- and 200-foot rolls both in 35- and 70-mm widths. If the high speed and easy processing of this film appeal to amateur and small-scale professional photographers, it is bound to wind up on retailers' shelves repackaged in shorter bulk packages or in reloaded 36-exposure film cassettes . . . Gevaert's offering was their new Gevapan 36 in 120 roll-film form rated at 250 daylight and 160 tungsten, with an apparent range of speed latitude about which Bob Schwalberg will report in a later issue of POPULAR PHOTOGRAPHY.

In addition to the new lens design represented by the Elgeet aspheric wide-angle lens for 16-mm ciné cameras (referred to last month under Movie Equipment) the German firm of Schneider, represented by Burleigh Brooks, brought out a new design of their famous Angulon wide-angle lens for still photography. Larger front and rear elements, to even out the brilliance as well as the resolution produced over the entire field, and the use of fewer cemented elements and more air spaces typify the new design. There has also been a structural improvement—the use of lighter-weight alloys, plus brass where maximum rigidity is needed, as well as black mounts with legible white engraving. These lenses come in a variety of focal lengths from 47mm to 210mm, and cover a field of 99-to-103 degrees. New 135-mm and 200-mm Tele-Xenars of improved structure (for various 35-mm still cameras) were also introduced. . . . An impressive new lens of enormous proportions was introduced by Kling Photo Products—the Kilfitt 600-mm Macro Kilar f/5.6 lens. It features a diaphragm preselector to facilitate reflex focusing at full aperture, and it has a slot to take gelatin filters; price, $599.95.

Wide-screen movie projection and anamorphic shooting continue to spur manufacturers and distributors. Vistascope demonstrated new applications for their various wide-screen shooting and projection attachments, with an impressive display at the show. Their 25x50-inch and 30x60-inch Vasta Screens, priced at

$24.95 and $28.50 respectively, help fill a vacuum existing in the screen department. . . . The 3-year-old Knox Manufacturing Co. of Franklin Park, Ill, brought out one of the handiest wide-screen assemblies to date—a 40x100-inch $75 unit which is quickly and precisely erected by the user from two compact, portable pieces that are carried in a single carton. They already have a 30x80-inch screen for 8-mm wide-screen projection, at $39.50, and are planning a 4x12-foot screen for early production. . . . Practically every other screen manufacturer represented at the show offered custom-made wide-screen units. . . . The $95 Wydar shooting- and projection-lens assembly for 8-mm movies offered by Tweedale and Anderson, Inc., of Detroit, represented still another vote of confidence in this field. The device consists of a short-focal-length f/1.6 lens coupled to a prism-type anamorphic section with a 2:1 ratio, giving a complete picture aspect ratio of 2.6:1. Suitable adaptation to all popular 8-mm cameras and projectors is provided.

Unusual Developments

Geiss-America showed a new coupled rangefinder attachment for the Polaroid Model 95 and 95A pictures-in-a-minute camera—*the Focorect*—priced at $39.95. The unit is slipped over the Polaroid camera lens with the focusing scale set at infinity. The subject is sighted through the viewing window of the Focorect attachment and its focusing ring is adjusted until the image is in complete coincidence. . . . Other Geiss-America innovations were (1) a 135-mm Lithagon f/3.5 telephoto lens for the Argus C-3 (formerly, 100-mm had been the longest focal length available)—priced at $66.50 and (2) a spring gear for the Argus C-3 camera (at $2.95) which makes possible the quick interchange of auxiliary lenses for the Argus C-3 camera: the screw doesn't have to be removed with the gear installed.

Duba-Matic Camera Products, Wyandotte, Mich., introduced an ingenious device called *Campod* ($1.95) which screws onto the baseplate of Leica or Contax type 35-mm cameras and provides a table-top support with the camera in a vertical position—the camera body itself forms the third leg of the tripod.

A handy device for framing and mounting prints up to 16x20 inches in size was presented by White Photo Sales of Chicago—the *Minute-Mount*. Clear Bakelite plastic is used in place of glass as the cover material to avoid any possibility of breakage, and a special "Y" fitting on the back of the 16x20-inch backboard permits the frame to be hung vertically or horizontally away from the wall, for a floating effect. The picture is secured to the mount by means of four clear-plastic Tenite U-shaped channels. Three slide on and the fourth has to be snapped on to hold the complete assembly in the correct position.

Voss Photo Products introduced an unusual *Elbow Cable Release* which has a 60-degree swivel at the mounting end to facilitate its use at almost any angle. It comes with a locking device for open-shutter time exposures—at $1.25.—

SAVE MONEY BUY DIRECT!

CAMERA IMPORT CORPORATION

Write us for lowest quotation on any equipment and supplies

LENSES!

FOR 35mm CAMERAS

All lenses latest models, coated. We are not permitted to advertise their famous names. Manufactured in Germany, Italy, France and Japan. Complete information is available upon request. When ordering, please specify with which camera the lenses will be used.

Lenses for EXAKTA, CONTAX D, PRAKTICA, Contax S, ConSol, Exa, Praktina, Pentacon, Praktiflex, Rival Reflex, Hexagon, Hexagon Supreme, and similar cameras.

28mm f3.5	$ 88.95	135mm f3.5	39.93
35mm f2.5	74.50	135mm f3.8	35.00
35mm f2.8	109.50	135mm f4	48.00
35mm f4.5	48.35	135mm f4.5	29.95
40mm f3.5	37.50	150mm f1.8	258.75
40mm f4.5	37.50	150mm f2.3	206.25
50mm f1.5	123.50	150mm f3.5	98.95
50mm f1.9	69.50	150mm f5.5	85.50
50mm f2	52.15	165mm f3.5	146.25
50mm f2.8	53.50	180mm f2.8	229.50
50mm f3.5	24.50	180mm f3.5	146.25
58mm f2	49.50	180mm f4.5	72.00
75mm f1.5	119.50	180mm f5.5	59.95
75mm f1.9	119.95	200mm f4.5	115.00
80mm f2	74.50	240mm f5.5	93.75
80mm f2.8	66.50	250mm f5.5	93.35
85mm f1.5	93.35	300mm f3.5	270.00
85mm f2	99.00	300mm f4	329.50
85mm f2.8	49.85	300mm f5	145.25
90mm f1.8	112.50	300mm f5.5	104.95
90mm f2.5	74.50	300mm f5.6	121.45
90mm f2.8	189.95	360mm f5.5	112.13
90mm f3.5	68.50	400mm f4.5	270.00
90mm f4	24.95	400mm f5	183.75
100mm f2.8	48.00	400mm f5.5	149.65
100mm f3.5	25.85	400mm f5.6	188.95
100mm f4.5	15.95	500mm f5	296.24
102mm f4.5	99.25	500mm f8	356.25
105mm f3.5	59.95	600mm f5	423.75
105mm f4.5	19.95	640mm f5	543.75
125mm f2	180.00	800mm f5	671.25
125mm f2.3	146.25	800mm f6.3	562.50
135mm f2.5	134.65	1000mm f6.3	828.00
135mm f2.8	112.15		

Lenses for CONTAX, NIKON, and Similar Cameras

21mm f4.5	$186.75	135mm f3.8	78.45
25mm f4	127.15	135mm f4	109.50
28mm f3.5	112.15	150mm f1.8	371.25
35mm f2	139.00	150mm f2.3	206.25
35mm f2.5	104.65	150mm f3.5	89.95
35mm f2.8	129.00	180mm f2.5	310.00
35mm f3.5	87.15	180mm f2.8	540.00
50mm f1.1	450.00	250mm f4	243.00
50mm f1.5	99.50	300mm f4	346.25
50mm f2	55.50	300mm f5	183.75
50mm f2.8	59.50	300mm f5.6	112.45
50mm f3.5	46.50	400mm f5	179.95
75mm f1.5	131.24	400mm f5.6	174.95
85mm f1.5	224.65	500mm f5	406.25
85mm f2	129.50	500mm f8	628.25
85mm f4	79.50	600mm f5.6	521.25
90mm f3.5	63.75	640mm f5	656.25
105mm f2.5	114.35	800mm f5.5	787.50
125mm f2.3	145.95	1000mm f6.3	937.50
135mm f3.5	101.25		

Lenses for LEICA, CANON, Tower, Leotax, Kardon, and Similar Cameras

25mm f4	$127.00	100mm f2.8	52.50
28mm f3.5	88.95	100mm f3.5	25.90
28mm f5.6	78.00	105mm f2.5	115.00
35mm f1.8	139.00	125mm f2.5	110.00
35mm f2	143.50	135mm f2.5	135.00
35mm f2.5	70.00	135mm f3.5	56.25
35mm f2.8	72.00	135mm f3.8	48.50
35mm f3.5	69.00	135mm f4	56.25
45mm f4.5	37.25	135mm f4.5	34.50
50mm f1.1	450.00	150mm f2.3	295.00
50mm f1.4	138.00	150mm f2.8	371.00
50mm f1.5	119.50	150mm f3.5	188.00
50mm f2	77.50	180mm f2.5	299.50
50mm f2.8	53.00	180mm f5.5	59.95
50mm f3.5	34.50	200mm f4.5	117.00
85mm f1.5	149.50	250mm f5.5	93.50
85mm f1.9	119.50	300mm f5.6	97.50
85mm f2	93.25	400mm f5	414.00
85mm f2.8	63.50	500mm f5	412.50
90mm f1.8	115.85	640mm f5	656.00
90mm f2.5	70.90	800mm f8	660.00
90mm f4	29.95	1000mm f6.3	937.00

Lenses for HASSELBLAD, Primer Reflex, Master Reflex, TV Cameras. Prices on request.

Kodak RETINA IIC and IIIC

Retina IIC, f2.8	$104.63
Retina IIIC, f2	142.50
Retina Longar	61.75
Retina Courtar	47.75
Retina Universal Finder	13.25
Telephoto Attachment for All Retina Cameras	14.85
Wide Angle Attachment for All Retina Cameras	14.85

We have a great number of accessories for the Retina Cameras. Prices upon request.

WORLD'S FINEST CAMERAS

Leica IIIf with 50mm Zunow f1.1	$480.50
Leica M3 with 50mm Zunow f1.1	594.50
Contax IIA with 50mm Zunow f1.1	489.50
Contax IIIA with 50mm Zunow f1.1	539.50
Nikon S-2 with 50mm Zunow f1.1	495.00
Canon with 50mm Zunow f1.1	485.00
Alpa 7 with 50mm f3.5	309.00
Alpa 7 with 50mm f1.9	399.00
Bauer 8mm Movie Camera	94.00
Bessa	44.75
Bolsey	39.95
Canon	130.00
ConSol Camera Body	105.00
ConSol, 58mm f2 Zeiss Biotar P. S.	129.50
Contaflex	126.00
Contax IIA	199.00
Contax IIIA	237.00
Contax D Body	84.50
Contax D, 58mm f2 Zeiss Biotar P. S.	122.00
Edixa	37.95
Edixa Stereo	47.50
Eumig 8mm Movie Camera	99.50
Exa Camera Body	29.95
Exakta Camera Body	115.00
Exakta VX with 50mm f2.8	144.50
Exakta VX, 50mm f1.9 Auto. Xenon	269.50
Hasselblad	299.50
Konica	64.50
Leica IIIF	180.00
Leica M-3	288.00
Memar	29.95
Minolta	37.50
Nikon	139.50
Pentacon Camera Body	89.50
Perkeo	29.95
Praktica Camera Body	42.50
Praktica FX, 50mm f2.8 Westenar Aut.	84.50
Praktica FX, 58mm f2 C. Z. Biotar P. S.	99.50
Praktica FX, 50mm f2 Auto. Westagon	119.50
Praktica FX, 50mm f1.9 Auto. Xenon	182.50
Praktina with 58mm f2 Auto. Biotar	297.50
Prominent	129.50
Rectaflex, 50mm f2 Schneider Xenon	189.50
Regent	67.00
Ricoh	47.50
Richoflex	22.65
Rolleiflex	187.50
Robot Royal	187.50
Soligor 35	29.95
Soligor 66	74.50
Vitessa	74.50
Vitessa "L"	119.50
Vito B	43.25

SEND TODAY

for any camera, lens or accessory at LOWEST cost, FASTEST service!

CAMERA IMPORT CORPORATION

Dept. P7A 521 FIFTH AVENUE, NEW YORK 17, N.Y.

I am interested in _____

_____

_____

I wish to trade _____

_____

_____

PLEASE MAIL FREE QUOTATION

Name _____

Address _____

City _____ State _____
ZONE

NO OBLIGATION TO BUY

Everything listed is BRAND NEW unless otherwise stated, fully guaranteed, both mechanically and optically. We sell all merchandise on a 30 day, full money back guarantee. 20% deposit is required on all C. O. D. shipments. Servicemen and Foreign orders welcome.

MINICORD

a whole new world of picture taking thrills awaits you

minicord III

the world's smallest reflex

Small, inconspicuous . . . now you'll take Minicord with you everywhere to capture those fleeting, intimate moments that come only once and leave forever. Mother's first glimpse of her newborn—son's first haircut—that 1st round knockout . . . all are easy with available light and just your Minicord. Ultra fast Goerz f.2. lens, stops down to f11. . . . take picture a second sequence shots . . . shutter speeds 1/10 to 1/400 & B. . . . coupled ground glass focusing insures sharp negatives, blowups to 12x12" . . . color or B&W. You'll explore new photo horizons with Minicord.

See it at your franchised dealer or write direct for literature.

$139.50 with case, neck cord.

MINICORD SALES
110 S. Dearborn St., Chicago, Ill.

YOU CAN BE A TV CAMERAMAN

Send for FREE Booklet K-7

APPROVED FOR VETERANS

It's a short step from the nationally-known Television Workshop to a good-paying job in television.
Work with the finest RCA cameras and video equipment in station-size studios, under the instruction of network experts.
Graduates now working at leading TV stations throughout the nation. Previous experience unnecessary. Free placement service.

Day or Evening Classes

TV WORKSHOP
1780 Broadway, New York 19, N. Y. PLaza 7-3721

CA$H FOR YOUR CAMERA!

Write today, giving full details about your camera and get our premium cash offer or trade-in allowance. Ask for literature on the camera you want . . . *we Buy, Sell and Trade Cameras.*

ALFRED **BASS** INC.
585 MARKET ST.,
SAN FRANCISCO • YU. 6-0583

BE A *CAMERA* CRAFTSMAN...

Many are needed in this big paying field and now ... YOU can learn to repair cameras using manufacturers' service methods at home . in your spare time! Instructions, tools, practice equipment - everything you need is included in this approved course!

Write for big FREE illustrated booklet that tells you HOW!

SEND FOR FREE BOOK!

national camera repair school DEPT. Z-7 [illegible]

3 Ways with Children

(*Continued from page* 69)

All this leads to another point: I try to show a child without destroying any of his dignity. When I use tricks or photographic techniques I do it to capture this delicate quality of dignity. I have seen books loaded with pictures that demonstrate kids are funny. If anything, I want to show that kids are not funny but are having fun.

In a formal portrait of a child, I go through as much thinking and planning as I would before shooting one of Hollywood's most glamorous stars.

I feel luck is very important in photography, but I try not to rely on it. My series (pages 68-69) of the little girl and her cat was not luck: it took planning. I sent the child's mother down to another phone and had her call. She disguised her voice and told the child she would take her cat away from her. I handed the child the cat at the beginning of the call, and shot the sequence. By the way, it took three calls to make it.

However, I do get lucky once in a while. The shot of the little girl (page 70, lower right) was an accident. As I started in on a session with her, she walked over and picked up my reflector. I quickly shot her. But, I find that such shots are few and far between.

Another point I'd like to make concerns cropping. I'd advise any photographer, don't be afraid to crop. As much as you plan to fill your negative area, I feel that most of the time there is room for some imaginative cropping. If I ever presented the close-up of the girl and her cat (pages 72-73) to an editor as it was originally photographed he would not have given it a second look. It was a medium, head and shoulders shot to begin with. In my darkroom, I raised my enlarger to its highest point and got this close-up out of it.

That's my story! I hope I may have passed on a couple ideas to you.—

SANDI NERO

A new name should be added to the small list of outstanding photographers of children—Sandi Nero.

Although he does not consider himself a "child photographer," his recent work is conspicuous for its sensitivity in this area. His approach is fresh. His technical ability is excellent.

Nero has come a long way since he photographed fingerprints and mangled bodies as police photographer for the Niagara Falls, New York, Police Department. In eleven years he has grown to be versatile, dynamic, and dramatic in his work.

There are many paradoxes in Nero's background and present work:

His first success was in photographing big girls. Now, his child photographs are stoppers.

He'll tell you that 99 percent of a good photograph depends on darkroom work yet he'll spend days studying and talking to a subject before he touches a camera.

He is shy, but will explode into revealing conversation if you touch a subject he's truly interested in.

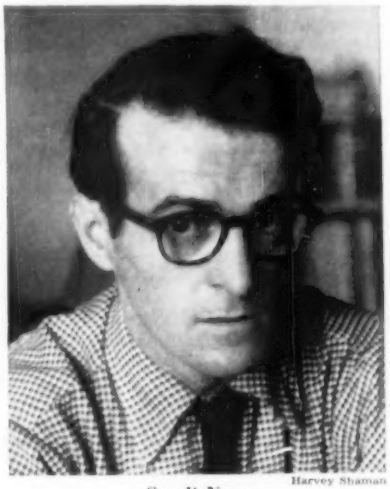
He feels he is still learning, but has three students who swear by him.

He feels a studio is a must for any photographer, but does his best work on location.

Ask him what is his favorite task in photographic work and he'll tell you spotting. He'll compare it with putting on the paint and polish of a new car. "Everything else in photography," he'll say, "is hard work."

One can learn a lot about Nero by talking to him about his students. He practices, without knowing it himself, what he preaches.

"I tell them," he says, taking a puff on



Harvey Shaman

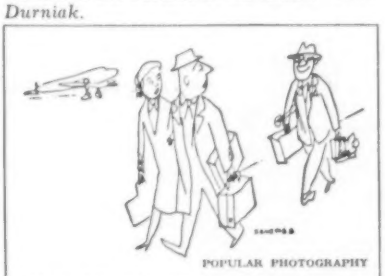
Sandi Nero

the cigarette that's almost always in his fingers, "that if someone gives you a $25 job, give him a $100 worth of effort."

Question him on the trait he looks for first in a student and he'll tell you, "Drive!" Nero has drive. He will give himself an assignment he believes in, and relentlessly pursue it until he has gotten his pictures.

Someone once described the outstanding quality of Nero's pictures as "quiet intensity." The analysis rings true! The children he shoots *come out of his pictures.* His portraits of grown-ups tell you much about his subject without ever moving from the still photograph.

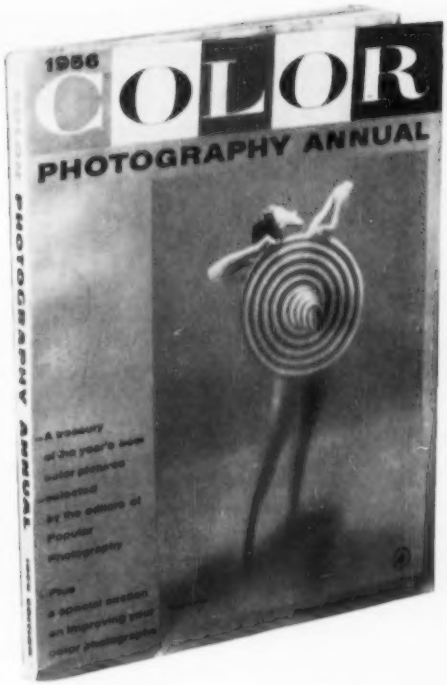
Nero is as interesting as his pictures. He is a photographer whose work should be carefully watched, because he has just scratched the surface of his talent.—*John Durniak.*



POPULAR PHOTOGRAPHY

"Says his price included honeymoon pix."

EVERYBODY'S SHOOTING COLOR!



NEW— the world's first Annual devoted exclusively to color photography—including the largest collection of color photographs ever published in a single issue! Features work by such masters as: Basch, Eisenstaedt, Elisofon, Feingersh, Halsman, Karsh, Penn, Peskin, Rawlings, Weegee...

WATCH FOR THIS 172-PAGE COLOR PHOTOGRAPHY ANNUAL

NOW ON SALE!

At All Newsstands and Camera Stores

PLUS—

- Tips on Using Color Creatively
- Cameras for Color
- Color Films
- Color Exposure Outdoors
- Color Exposure Indoors
- Color Filters
- Home Movies in Color
- 25 Ways to Improve Your Slide Shows

AND—

"The Future of Color"
—a symposium by experts

ZIFF DAVIS PUBLICATION

Learn to Earn at

Where The Mountains Meet The Sea

BROOKS INSTITUTE OF PHOTOGRAPHY

Study Professional Photography in Beautiful Santa Barbara

•Portraiture •Commercial •Fashion
•Advertising •Pictorial-Journalism
•Color Printing• Motion Picture

Study At The World's Most Beautiful Photographic School

Approved for Veterans • Co-Educational

Approved For Foreign Students

BROOKS INSTITUTE, Dept. 3
Santa Barbara, California

Gentlemen: Please send me full descriptive literature. I am interested in

☐ 24-month course ☐ Short Course (still)
☐ Motion Picture Course

Name.....

Street.....

City.....Zone....State.....

☐ I am a Veteran ☐ Non-Veteran

CALENDAR OF EXHIBITIONS

*Conducted according to the recommended practices of the Photographic Soc. of America.

18th Finger Lakes Salon of Photography*, Auburn Camera Club, Auburn, N. Y.

On exhibition at Cayuga Museum, Auburn, N. Y., June 3 through 30, 1956.

14th Calgary Stampede International Salon of Pictorial Photography*, Calgary, Alberta, Canada.

Closes June 11, 1956.
Entry fee $1, four black-and-white or color prints allowed.
On exhibition at Calgary Exhibition and Stampede, Administration Bldg., Victoria Pk., Calgary, Alberta, July 9-14.
For information and entry blanks, write W. H. H. Elliott, Salon Secretary, at the above address.

7th International Photographic Exhibition of the Grand-Duchy of Luxembourg, Camera Luxembourg Photographic Society, Luxembourg.

Closes June 20, 1956.
Entry fee $1, four black-and-white or color prints.
On exhibition at the Luxembourg Art Museum, August 3 to 20, 1956.
For information and entry blanks, write Mr. Georges Steil, Salon Secretary, Luxembourg 7, rue du Plebescite, Grand-Duchy of Luxembourg.

7th Southwest Exhibition of Photography*, Southern California Association of Camera Clubs, San Diego.

On exhibition at Southern California Exposition and San Diego County Fair, June 29 through July 8, 1956.

1956 Exhibition of Pictorial Photography, South Shields Photographic Society, South Shields, England.

On exhibition in South Shields Public Library, June 30 through July 21, 1956.

2nd Pondicherry International Salon of Photography*, Ashram Photography, Pondicherry, India.

Closes June 30, 1956.
Entry fee $1, four prints or slides.
On exhibition August 15 through 26.
For information and entry blanks, write Mrs. E. Montgomery, 875 5th Ave., NYC.

26th Midland Salon of Photography 1956*, The Midland Counties Photographic Federation, Kidderminster and District Photographic Society, Kidderminster, Worcs., England.

On exhibition at The Public Library and Art Gallery, Kidderminster, Worsc., June 30 through July 28, 1956.

8th International Exhibition of Pictorial Photography, The Society of Pictorial Photography in Denmark, Copenhagen, Denmark.

Closes July 1, 1956.
Entry fee $1, four prints or slides allowed.
On exhibition at Charlottenborgs Art Gallery, Kongens Nytorv, Copenhagen, August 12 to 26, 1956.
For information and entry blanks, write The Society of Pictorial Photography, Aage Remfeldt, Havdrup, Denmark.

Western Salon International Exhibition of Photography, Plymouth, Devon., England.

On exhibit from July 3 to 31, at The City Art Gallery, Plymouth, England.

5th Santa Barbara International Exhibition of Nature Photography, Santa Barbara, Calif.

Closes July 5, 1956.
Entry fee $1, four slides; $2, four prints.
Color showings in Hollywood, July 14; Santa Barbara, July 18; Santa Maria, July 21. Prints on exhibition in Santa Barbara, July 8 through 31, 1956.
For information and entry blanks, write to Box 177, Santa Barbara, Calif.—

GUIDES TO BETTER PHOTOGRAPHY

Very few industries are as lavish with their instructional literature as the photographic industry. There is a wealth of information, most of it free, to help you make better pictures. Please use coupon at end of this listing, enclose required remittance for booklets, in bold face type, and mail directly to POPULAR PHOTOGRAPHY.

CAMERAS, STILL

6. (f) Argus Photo Tip Portfolio: 5 Booklets on Flash, Filter Magic, Curtain Time, TV Pictures, Copying and Close-up. 25c. ARGUS CAMERAS, INC.

8. (a) Book: Complete reference book for amateur and beginner, "The Bolsey Guide," 128 pp., 70 illus., charts, tables, $1.95. (b) Circular: Bolsey Precision Cameras, features new Jubilee Threesome, prices. BOLSEY CORPORATION OF AMERICA.

11. (a) Brochure: "Bino-Fotography." (b) Booklet: "How to Select Binoculars." D.P. BUSHNELL COMPANY.

18. (a) Brochure: List and prices of 400 items for Exakta cameras. (c) Brochure: Automatic Exakta VX; New booklet. EXAKTA CAMERA COMPANY.

23. (a) Booklet: For Prize Winning Pictures—Graflex, Specifications, etc.

26. (a) Booklet: The Royal Robot; (b) Booklet: Robot Underwater Camera; (c) Booklet: Robot Accessories. INTERCONTINENTAL MARKETING.

26. (f) Brochure: Gives full details on new full-frame 1" x 1½" Robot Royal 36 power-drive camera as well as accessories.

31. (c) Booklet: Hints on camera care and picture taking; also describes complete line of Konica cameras, accessories. 16 pp., illus. KONICA CAMERA CO.

34. (a) Booklet: Minolta "A"; Minolta 35, Model II and Rokkor lenses. (b) Booklet: Minolta Autocord and Minoltacord. FR CORPORATION.

38. (a) Catalog: Discusses each Polaroid Land Camera, accessories, gives hints and ideas for using 60-second pictures, illus. POLAROID CORPORATION.

39. (a) Brochure: Information on book titled "35mm Photography With A Praktiflex." (b) Brochure: New booklet on the Praktiflex-Praktiflex FX. PRAKTICON COMPANY.

41. (a) Brochure: "Realist 35"; detailed facts on Model A & B, accessories. (b) Brochure: Commercial Applications of the Stereo Realist. 4 pp., illus., plus 12 pp. of detailed information relating to modern selling. (c) Brochure: Realist 45, description, illus. REALIST, INC.

45. (a) Booklet: Omega 120; data, description. SIMMON BROTHERS.

52. (a) Booklet: "The Voigtlander Line"; complete details, description, illus. (b) Booklet: Complete detailed information of Hasselblad Camera, accessories, 26 pp., illus. (c) Hasselblad Super Wide Camera, details, description of camera, accessories; 32 pp., illus. (d) Folder: "Hasselblad 1000F", illus., descriptive pamphlet of Hasselblad and accessories. (e) Folder: Illustrated and descriptive folder on Hasselblad Super Wide. WILLOUGHBY'S WHOLESALE.

53. (a) Brochure: "Edixa"; describes 35mm Edixa cameras, accessories, lists prices. WIRGIN BROS.

CAMERAS, MOTION PICTURE

7. (a) Brochure: The Auricon Cine-Voice; 16mm camera for professionals. (b) Brochure: Same as above, except for home movie makers. (c) Booklet: How to use your Cine-Voice, 16mm sound-on-film Recording Camera. (d) Catalog: 40 pp., illus., Auricon Cameras. BERNDT-BACH, INC.

12. (a) Brochure: "The Eumig 88"; description, details, lists accessories for this 8mm movie camera. CAMERA SPECIALTY.

26. (d) Brochure: Bauer 88 motion Picture Cameras; Descriptions and accessories; also details on Bauer 88R camera with built-in exposure meter. (e) Booklet: Bauer 8mm Cameras. Complete descriptive literature on the Bauer cameras as well as the story of Bauer plant in Germany. Material includes cameras, accessories and suggestions as to use of equipment. Illus. INTERCONTINENTAL MARKETING CORP.

30. (a) Booklet: 8mm full line covering all 8mm movie cameras and projectors. (b) Circular: 16mm full line covering all 16mm movie cameras and projectors. **(d) Book: Keystone Movie Scene Record Book; 15c.** KEYSTONE CAMERA COMPANY.

43. (a) Booklet: Cameras by Revere. REVERE CAMERA COMPANY.

63. (a) Catalog: Lists Wollensak Motion Picture Cameras, Projectors, Stereo Cameras and accessories, prices, descriptions. 12 pp., illus. WOLLENSAK OPTICAL.

MOTION PICTURE ACCESSORIES

29. (d) Booklet: "Editing for Better Movies" by Leo Heffernan, Reg. 50c, Special 10c. KALART COMPANY, INC.

37. (b) Magazine: "The Bolex Reporter," quarterly, available thru franchised Bolex dealers. PAILLARD PRODUCTS, INC.

42. (a) Brochure: RCA 400 Junior and Senior 16mm Sound Projectors; non-technical description of operating features. Illustrates sound equipment which may be combined with projectors in semi-permanent or permanent installations, 12 pp., illus. RADIO CORPORATION OF AMERICA.

43. (b) Booklet: Features and operation Curvamatic Splicer. (c) Booklet: Curvamatic Splicer, details, data. (g) Booklet: Motion Picture Equipment. REVERE CAMERA COMPANY.

LENSES

11. (c) Pamphlet: "Those Startling Fujinons"; discusses the new 50mm F1.2 and 35mm F2 lenses. D.P. BUSHNELL COMPANY.

15. (a) Chart: How to use Two Ednalite Portrait Lenses. (b) Brochure: Portrait Lens Instructions; tables, charts on +1, +2, +3 portrait lenses. (c) Reprints Ed N. Lite Column: informal, simple information on use of EdnaLite Filters. (d) Charts: EdnaLite Color Filter Selector—the correct EdnaLite to use under approximate lighting conditions of all kinds. (e) Filter Guides. Listing and describing all available EdnaLite Filters, filter factors. (f) Booklet: The EdnaLite Story—Complete story with photographs, telling and showing how EdnaLite Solid Optical Glass Filters are made, from raw glass to finished product. (g) Memo from Ed N. Lite—Complete with description of EdnaLite Filter Kits and Filter Factor Chart. (h) Leaflet: Facts and information on the Reversible Wide Angle Telephoto EdnaLite Dual-Lens. EDNALITE OPTICAL COMPANY.

16. (a) Leaflet: "How To Use Enteco Polarizing Screens and Enteco Polarizing Filters with Still and Movie Cameras." (b) Leaflet: New Enteco data and information charts on close-up photography with supplementary lenses. (c) Leaflet: Revised edition of Enteco "Filter Information," handy filter factor and film speed chart, filter types. ENTECO INDUSTRIES.

17. (a) **Booklet: "Take A Tip From Hollywood," describes Elgeet lenses, instructions on home movies, etc., 36 pp., illus.; 10c. ELGEET OPTICAL COMPANY.**

18. (b) Brochure: Steinheil lenses, wide angle, telephoto and movie lenses. (c) Brochure: Angenieux Lenses, complete information on construction, angles of view, relative magnification, range, focal length. (d) **Catalog: "Equipment Information from Exakta," lists latest lenses recommended for the Exakta Camera, 28 pp., illus. 10c.** EXAKTA CAMERA COMPANY.

28. (b) Folder: How to Use Your Elitar Soligor Lens, descriptive information on Telephoto, Wide Angle, prices. INTERSTATE PHOTO SUPPLY.

31. (b) Chart: Shows test of Hexanon 50mm F/2.8 lens as used in the Konica II. KONICA CAMERA COMPANY.

52. (f) Booklet: "Zeiss Lenses For The Hasselblad Camera," detailed information and discussion of Zeiss lenses for the Hasselblad; 10pp, illus. WILLOUGHBY'S WHOLESALE.

54. (a) Booklet: Raptar 8mm cine lenses. (b) Booklet: Raptar 16mm cine; depth of field projection charts. (c) Booklet: "How to Have More Fun With Your Camera." WOLLENSAK.

61. (a) Circular: Slip-On Filters. (b) Circular: Hi-Trans Filters. (c) Circular: Auxiliary Close-up Lenses for all movie and still cameras. (d) Circular: Photar Filters. (e) Circular: Tiffen-Polaroid Light-Polarizing Filter. TIFFEN MARKETING CO.

PROJECTORS, SLIDE

5. (a) Booklet: How To Select A Slide Projector. AMERICAN OPTICAL.

21. (c) Folder: Describes Skan automatic "slide-cooling" projector, illus. G-M LABORATORIES, INC.

44. (a) Brochure: A complete listing of all regular View-Master Reels and Packets, including product prices. (b) Brochure: Stereo Today, a complete coverage of the View-Master Stereo System, information on products in this system. SAWYER'S, INC.

48. (a) Leaflet: Engineered projection equipment; data, details. VIEWLEX.

65. (a) Booklet: "How to Show Your Slides Without Losing Your Friends"; step by step procedure for building a slide program instead of a series of individual pictures. LA BELLE INDUSTRIES.

FLASH EQUIPMENT

1. (a) Booklet: Various styles of lighting equipment for still pictures, indoor movies and 3-D shots. (b) Folder: Describes use of multiple floodlamp control box, gives electrical facts affecting use of flood and flash lamps; 6pp. (c) Catalog: Photoflood Lighting, highly descriptive and illustrated 16-page booklet of lighting equipment for amateur and professional photographer. Includes lighting tips on indoor still and movie pictures with diagrams, charts, etc. ACME-LITE MFG. CO.

4. (a) Booklet: "How To Take Professional Flash Pictures With Your My-T-Myte Flashbulbs," 8pp., illus. AMPLEX.

13. (a) Booklet: "Light Makes the Picture, Synctron Takes It Better." (b) Booklet: Current technical data on Synctron models. (c) Catalog: Includes accessories, technical information, prices, individual specification sheet for each model. (d) Folder: "55 Quick Facts on Dry Battery and Dynascal Power." DORMITZER ELECTRIC COMPANY.

22. (a) Folder: "Triangle Lighting" formula for taking indoor pix with light. (b) Booklet: Photoflash Tips. (c) Bright Ideas-flash pix of parties, kids, adults. (d) Photolamp Data—lighting, exposure, film speed for flash, flood, other lamps. (g) Booklet: The M-2 Bulbs; data information on the "tiny" bulbs. GENERAL ELECTRIC.

23. (b) Folder: Graflite. (c) Folder: Stroboflash. GRAFLEX.

24. (a) Booklet: "Strobonar Units," 16pp, illus. (b) Booklet: "Synchro-Mite," 8pp, illus., flash units. (c) Booklet: Professional Flash Synchronizers; including solenoids, reflectors, battery cases; 16pp, illus. (d) Booklet: "Synchro Units"; 8pp., illus. (e) Folders: 1. Fotoeye; 2. Koiled Kord; 3. Strobonar Six; 4. Strobonar Seven. HEILAND.

34. (c) Booklet: Minolta Jr. B-C Flash Gun. FR CORPORATION.

25. (a) Folder: Sun-Lite II; description and illus. on speedflash. (b) Folder: Sun-Lite 500, description and information, 6pp, illus. (c) Folder: Flash Saver, description 4 pp. (d) **Manual: Sun-Lite II instruction booklet, detailed information on Sun-Lite II Portable Speed Flash, all 3 models; 20 pp., illus; 25c.** HERSHEY MFG. COMPANY.

28. (a) Folder: Describes 3 models of electronic flash, Expert IV, Matador, Reporter I, prices. INTERSTATE PHOTO SUPPLY.

29. (c) Folders: Kalart Flash Equipment, BC-400 and Kalart Super Speed Flash. (e) How B. C. by Hy Schwartz. KALART COMPANY, INC.

35. (a) Booklet: Eveready Battery Engineering Bulletin on flash photography, 12pp, illus.; issued periodically. (b) Eveready Batteries, data, helpful information "B," "B-C" batteries. NATIONAL CARBON COMPANY.

36. (a) Leaflets: Technical information and data on use of the Megalume electronic flash. (b) Pamphlet: "Reciprocity Failure and the Determination of Exposure With Some Electronic Flash Equipment." NEMS-CLARKE, INC.

46. (a) Brochure: Listing of lighting equipment for semi-professional or advanced amateur. (b) Brochure: Complete listing of lighting equipment for the amateur and movie maker. (c) Booklet: "Indoor Photos Made Easy," how to do indoor lighting, 10pp, illus. SMITH-VICTOR CORPORATION.

47. (a) Folder: "Flash is Easy—Flash is Fun"; complete flash instruction for advanced, amateur, beginner. (b) Booklet: How to Take Better Pictures and Have More Fun With Flash; 32pp. illus. (c) Booklet: Color Flash with Box Cameras. (d) Booklet: How to Throw a Snapshot Party; 24pp, illus. (e) Card: Wallet Size, gives correct F-stops. (f) Brochure: Basic Lighting Placement, illus. (g) Specification Sheets: 1. Blue Dot Line; 2. Projection Lamps; 3. Darkroom and Enlarger Lamps; 4. Super-floods. SYLVANIA ELECTRIC.

8. (c) Exposure Guide: Pocket size, gives correct F-stops. BOLSEY CORPORATION OF AMERICA.

50. (b) Brochure: The ABC of Flash Photography; guide to how, when, why to use flash bulbs. (c) Brochure: Your guide to better pictures thru better lighting; comprehensive discussion of Westinghouse bulbs.

55. (a) Booklet: Descriptive data and information on Limelite "60"; 14pp., illus. (b) Folder: Describes Limelite Electronic Flash; 4pp, illus. LIMELITE CORPORATION.

57. (a) Brochure: 6pp., Mallory B-C Cartridges photo flash item; complete cross-reference unit to flash attachment; 50 units; Mallory B-C Mercury Cartridges. (b) Leaflet: Complete explanation of application of Mercury for foto-flash. P.R. MALLORY & CO.

62. (a) Booklet: Electronic Flash. (b) Booklet: Brighter Way to Better Pictures, 16pp. FR CORPORATION.

PROCESSING EQUIPMENT AND MATERIALS

10. (a) Brochure: Illustrating design and function of Model 45M Enlarger, 24pp. (b) Leaflet: Additional uses of Model 45M Enlarger. (c) Pamphlet: Discusses characteristics and operation of Model 57MB. (d) Book: A Brief 73 Year History of Enlarger Design. 32pp. CHARLES BESELER COMPANY.

19. (a) Booklet: "How to Buy an Enlarger." FEDERAL MANUFACTURING AND ENGINEERING CORP.

27. (a) Leaflet: Time-O-Lite Printer. (b) Leaflet: Time-O-Lite Meters and Switches. INDUSTRIAL TIMER.

33. (a) **Booklet: "Marshall's Guide for Hand-Coloring Photographs," special section on heavy oils, 36 pp., illus. 25c.** (b) **Pamphlet: Color Chart; Marshall's photo-oil colors, price list of sets, accessories, 10c.** (c) Pamphlet: Make Life More Colorful, discusses photo-coloring; (d) Pamphlet: Information on the photo-oil pencil. JOHN G. MARSHALL MANUFACTURING CO.

45. (b) Catalogs: Omega A-2, B-7, B-8, D-2, D-3, E-5; (One on each model, specify which you want.) (c) Booklet: How To Buy The Right Enlarger. (d) Booklet: Omega Distortion Correction Attachment. SIMMON BROTHERS.

56. (a) Folder: Describes "Static Master," gives uses and prices, 3pp, illus. NUCLEAR PRODUCTS.

58. (a) Brochure: Discusses Lisco Cut Film Holder; gives data and information on exclusive features. LISCO PRODUCTS.

60. (a) Booklet: Clayton P-60 Fine Grain Developer; detailed instruction on use; 16pp, illus. CLAYTON CHEMICAL CORP.

64. (a) Booklet: Describes methods and materials for mounting transparencies for viewing and projecting. ERIE SCIENTIFIC CORP.

62. (c) Booklet: Cut Film Pack Developing Tank. (e) Booklet: Proven Liquid Chemicals. (f) Booklet: You'll Enjoy Developing & Printing. (g) Booklet: Big Picture Fun for Everyone (Enlarger). (h) Booklet: Home Developing & Printing Kit. (i) Booklet: Developing & Enlarging; FR CORPORATION.

68. (a) Catalog and Handbook: 18 pages, illustrated, Nega-File slide-cabinets, accessories. NEGA-FILE COMPANY.

EXPOSURE METERS

20. (a) Booklet: Catalog sheet and booklet describes original direct-reading, photo-electric exposure meter, reading directly in f-stops, with film speed charts. (b) Brochure: "Ideal Rangefinder," instructions for calibrating rangefinders. (c) Brochure: Catalog sheets, golf club selector guide, information on Long-Range Rangefinder and its uses. FEDERAL INSTRUMENT CORP.

21. (a) Circular: Describes the Skan Quick Meter, price, information. (b) Booklet: Technical data, information on use and care of Skan Meters, helpful hints, 24pp, illus. G-M LABORATORIES, INC.

22. (e) Leaflet: GE Exposure Meters, significant features which adopt one of three GE meters to specific requirements. (f) Booklet: Color Control Meter and Variable Color Filter; how to achieve full control of color. GENERAL ELECTRIC.

51. (c) Booklet: Help in Selecting the Right Exposure Meter. 15pp., illus. Describes and discusses the workings of a meter. WESTON ELECTRICAL INSTRUMENT CORP.

PICTURE TAKING ACCESSORIES

40. (a) Booklet: "New Super Quick-Set Universal Photographic Support," illustrates and describes new system for handling cameras and related accessories, 12pp. (b) Folder: "Whitehall Tripods."6pp illus.QUICK-SET, INC.

59. (a) Catalog: 12pp., illus.—describes all types of camera bags and leather goods of use to the photographer, lists prices. J. B. PERRIN CO.

67. (a) Catalogue: 10 pages describing the complete list of products. TEST-RITE INSTRUMENT CO.

FILM, PAPER

3. (a) Booklet: Ilford Flat Films, 12pp, illus; information and technical data. (b) Brochure: Ilford Roll Films, data and description; 6pp. (c) Circular: Ilford Microphen Developer, how to use it, and what it does. ALCO PHOTO SUPPLY.

43. (d) Booklet: Features and instructions on uses of Diaversal Enlarging Paper. REVERE CAMERA CO.

62. (j) Booklet: Special Adjustable Roll Film; FR CORPORATION.

VIEWERS

2. (a) Booklet: Describes in detail features of Admiral Slide-Light Viewer; 8pp. ADMIRAL PHOTO PRODUCTS.

66. (a) Brochure: 4pp, illus., data, details. 35mm Opta-Vue hand viewer. OPTICS MANUFACTURING COMPANY.

62. (k) Booklet: Your Port-A-View; FR CORPORATION.

SLIDES, STEREO

43. (e) Booklet: Features of Shield 'N Vue Slide Projectors. REVERE CAMERA CO.

TAPE RECORDERS

43. (f) Booklet: Features of hi-fi "Balanced Tone" Tape Recorders. REVERE CAMERA COMPANY.

19. (b) Circular: Model 37C; Model 47A; description, data. FEDERAL MANUFACTURING & ENGINEERING CORP.

Use this coupon only to order booklets.

556

Please encircle the key number of each booklet you wish to receive, and enclose correct amount indicated for those booklets requiring remittance. We do not accept stamps.

No. of Booklets
Amt. Enclosed

Mail to: Booklets, POPULAR PHOTOGRAPHY, P.O. Box 183 Church St. Station New York 8, N.Y.

1a	1b	1c	2a	3a	3b	3c	4a	5a	**6f**	7a	7b	7c
7d	**8a**	8b	8c	10a	10b	10c	10d	11a	11b	11c	12a	13a
13b	13c	13d	15a	15b	15c	15d	15e	15f	15g	15h	16a	16b
16c	**17a**	18a	18b	18c	**18d**	18e	19a	19b	20a	20b	20c	21a
21b	21c	22a	22b	22c	22d	22e	22f	22g	23a	23b	23c	24a
24b	24c	24d	24e	25a	25b	25c	**25d**	26a	26b	26c	26d	26e
26f	27a	27b	28a	28b	29c	**29d**	29e	30a	30b	**30d**	31b	31c
32a	32b	32c	32d	32e	**33a**	**33b**	33c	33d	34a	34b	34c	35a
35b	36a	36b	37b	38a	39a	39b	40a	40b	41a	41b	41c	42a
43a	43b	43c	43d	43e	43f	43g	44a	44b	45a	45b	45c	45d
46a	46b	46c	47a	47b	47c	47d	47e	47f	47g	48a	49b	50b
50c	51c	52a	52b	52c	52d	52e	52f	53a	54a	54b	54c	55a
55b	56a	57a	57b	58a	59a	60a	61a	61b	61c	61d	61e	62a
62b	62c	62d	62e	62f	62g	62h	62i	62j	62k	63a	64a	65a
66a	67a	68a										

Name (Please Print) .....

Address .....

City ..... Zone ..... State .....

For the best . . VACATION
and the best . .
PHOTOGRAPHIC FIELD TRIP
plan a
THRU THE LENS TOUR
★ ★ ★ ★ ★
Summer and Fall Departures for:
Europe
Hawaii
Navajo-Land
Mexico & Guatemala
South America
for details write:
THRU THE LENS TOURS
5814 Wilshire Boulevard
LOS ANGELES 36, CALIFORNIA

FOR YOUR FINEST PRINTS
CESCO TRAYS
PORCELAIN ENAMELED STEEL
CLEAN · WHITE · SMOOTH
COLUMBIAN ENAMELING & STAMPING CO., Inc. • Terre Haute, Ind.

A PROFITABLE CAREER . . .
Photography!
Since 1919, Germain graduates have held top paying jobs in every phase of photography; Portrait, Commercial, Industrial, Color, Camera Repair.
Find your place in this profession. Write for Free booklet, Free Nat'l Placement; Housing; Co-ed; Vet Approved; Lic. N. Y. Dept. of Ed.
GERMAIN School of Photography
2258 Bway., New York 7, N. Y.

BASS SAYS: Let the OLD HORSE TRADER make you the best deal on your old pet camera!
QUALITY CAMERAS SINCE 1910
Bass Camera Co
179 W. MADISON ST.
CHICAGO 2, ILL.

MARKET BRIEFS FROM BRITAIN

Variable-contrast paper is the answer for the modern photographer—only one grade to keep in stock. To simplify it even more, the famous Ilford company of London produces a variable-contrast paper requiring only *three filters* to cover the whole range of contrasts. Proved successfully on the British market for several years and introduced into the United States recently, Ilford's "Multigrade" has qualities making it especially suitable for modern high-speed negative materials, has a very wide contrast range and produces rich, sparkling prints. A package of 10 sheets of 8 x 10 Multigrade costs $1 postpaid; other sizes and packings in proportion. The set of three filters in cardboard mounts is also $1. Order from Ilford Limited, Ilford, London, or from any of the retail dealers mentioned in this column—Heaton's, City Sale & Exchange, or Dollond & Aitchison.

•

The London-made "Polly" tanks, the last word in modern design, are made of new polystyrene which is more resistant to chemicals and has low water absorption, and are light but strong. Two sizes, both with transparent flanges, roto feed, propeller-shaped ribs for greater turbulence, "jerk" cam action, positive bayonet lock, transparent stirring rod in

which thermometer can be inserted, and 32-page instruction book. "Polly-min" takes 20-exposure 35-mm, 127 or 120 film, and costs $3.85 (duty, about $1). "Polly-max" takes everything from 16-mm to 116 film, including two 20-exposure 35-mm., two 127s or two 120s and full 36-exposure 35-mm. It costs $4.55 (duty, about $1.25). Order from any of our recommended London shops.

•

Most studio lamps balanced for color either have a short life and high output, or vice versa. The Philips Argaphoto BM Studio Lamp is a 500-watt lamp with built-in reflector, and 100-hour life, with 3200 K color temp. Has advantage of constant filament focus, even, efficient lighting, and portability. Screw cap, 115 to 250 volt. Order from any London dealer mentioned here, for $6.70 (duty, about 90 cents).

•

Just as "eggs" go with "bacon" so Adox film goes with Neofin developer! The superb definition of Adox 35-mm films is improved even further by using Neofin developer, described in "Leica Fotografie" magazine as giving new life to 35-mm photography in Britain and Europe. Order from Dollonds, 2 Northumberland Avenue, Trafalgar Square, London, and try it yourself! Use Neofin-Blue for Adox-KB14 (16 ASA); Neofin-Red for Adox KB17 (32 ASA). Prices: Neofin, 5-bottle pack of concentrated liquid developer, $1.92 (duty about 50 cents). All prices include postage and packing.

Tourists visiting England can supplement their 2x2 color transparencies at Wallace Heaton's, 127 New Bond Street, London, who sell over 600 different transparencies. These show every facet of life in Britain, and illustrate hundreds of not-to-be-missed tourists spots, including Shakespeare's Stratford-on-Avon, Scotland, Wales, ancient cathedrals and many views of London itself. Prices start at $2.10 for a set of 10 (duty negligible). Write for lists giving full details. Heaton's will also send a 160-page photographic catalogue for one 13 cent International Reply Coupon.

•

The Aldis company of England is world famous for its color slide projectors, military signal lamps, and optical equipment. Most popular in the United Kingdom is the Aldis 500-watt model. This blower-cooled projector has tremendous illumination, made possible by the latest bi-plane projector lamp. Fitted with the new Aldis 4-in. f/2.8 anastigmat lens, the Aldis 500 gives excellent definition over the whole picture area. The projector can be bought from any London photographic dealer, and is priced at $72.50. A deluxe, pressed-steel carrying case is $14 (duty, on the projector, about $20.00).

•

The Gnome "Beta II" is a new, all-metal, low-cost enlarger for all negatives 35-mm through 2¼x3¼, excellently finished and embodying the typical high British standards of design and workmanship. Finished in gray enamel, chrome fittings, with well-ventilated lamphouse giving cool working with any

bulb up to 150-watt, it has glass-type negative carrier, removable for easy cleaning. Latest bellows-type friction focusing by large knob driving through twin steel bars insures rigid lens. Laminated wood baseboard is solidly made, makes print up to its full 15x12 dimensions. A good buy at $31.75 (shipping charges prepaid) with interchangeable 105-mm coated click-stop Wilson f/4.5 lens, available from any London dealer mentioned in this column. (Duty about $9.50.)

Here, our British Edition passes on word of new items offered in England. American readers now have the chance to buy directly from the mentioned source or through American distribution channels whenever established. U. S. Customs duties are approximated for each item (they're not charged on items costing less than $1). Duties do not apply to gifts sent to the U. S. which cost $10 or less.

THE PHOTOGRAPHIC MARKET PLACE

Sunset COLOR LAB — COLOR PRINTS

5x7 COLOR PRINTS (from 35mm only) **85¢ ea.**

Color Prints from ½ 35mm to 4 x 5 Trans.
2¼ x 3¼... 25c
3¼ x 4½... 50c
5 x 7.....$1.00
8 x 10.....$2.00
16 x 20....$12.50
Color Slide Duplicating...ea. 25c

COLOR PRINTS 11 x 14..4.50 ea.
COLOR PROCESSING
Ansco, Anscochrome, Ektachrome
35mm-20 exp. mtd 120-620 1.00 ROLL
Min. Order 1.50—No C.O.D.

SUNSET COLOR LAB
Box 46415, Dept. P • Los Angeles 46

---

makes negative scratches disappear!

NEW! EDWAL NO-SCRATCH

New discovery! Apply a few drops to scratched negative—place in enlarger—make print and *presto!* Not a scratch in sight! ½ ounce, $.89—4 ounces, $3.95.

At your dealer now!

EDWAL SCIENTIFIC PRODUCTS CORP.
420 W. 111th St., Chicago 28, Illinois

---

5 COLOR PRINTS for $1.00
size 2¼ x 3¼ each

FAST SERVICE
3¼x4½, 45c | 5x7,90c ea
From any size color-films. Our color prints are the best money can buy. We give your films meticulous care.

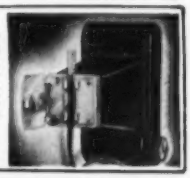
Special 4 x 5 Size 50c Ea. 5 for $2.00

GUARANTEED
TOP VALUE
SATISFACTION
24 Hr. SERVICE

VALU-COLOR
P.O.Box 534 Oakwood
Los Angeles, Calif.

LOW PRICED SCHOOL & CLUB FOLDERS
PHOTO MOUNTS
Send $2.00 for large variety sample assortment folders and easels.
Robin MOUNTS
ALBUMS WEDDING BABY, ETC. STEREO
JOSEPH ROBIN
262 W. 22nd St., New York 11, N. Y., WA. 9-5044

FROM **$19.95 CINELARGERS**



Allows you to make prints from your B & W or color movie film. 8mm—$19.95, 16mm—$19.95. New 35mm model for making B & W or Kodacolor prints from 35mm slides $22.95.
Write for New Catalog
TESTRITE INSTRUMENT CO., INC. 135 MONROE ST. Newark 5, N. J.

8mm and 16mm DUPLICATES
16mm REDUCED to 8mm • 8mm ENLARGED to 16mm
COLOR or BLACK and WHITE
8mm ANIMATED TITLES 16mm
TITLES MADE TO ORDER
FREE SAMPLE TITLE Give Dealers Name
U.S. PHOTOGRAPHIC EQUIPMENT CORP.
442 ROGERS AVENUE • BROOKLYN 25, N.Y.

"BETTER PICTURES"
SINCE 1932
EXPERT FILM PROCESSING and VAPORATING
Quality Mail Order PHOTO FINISHERS

35mm--$1.80

35mm ROLLS developed, vaporated, individually enlarged—3½x4½—$1.80. 20 exposure rolls—$1.10. Extra enlargements 3½x4½—6c each. No. 127 split candid rolls—16 exposures—enlarged to 3¼x4½—85c. No. 127 and 120, 8 exp. rolls enlarged to 3½x5—60c. No. 120 or 620, 12 exp. rolls enlarged to 3½x3½—75c. No. 120 or 620, 16 exp. rolls enlarged to 3½x5—85c. Extra enlargements—6c each. Postage prepaid in U.S.A. 8c will bring you mailer and complete price list.
We fine-grain all film and individually enlarge each frame. Quality work—Prompt service.
Send roll and money today.
BETTER PICTURES
2621 West Lawrence Ave., Dept. F, Chicago 25, Ill.

---

20 EXPOSURE 35MM. RELOADED CARTRIDGES 30¢

TRI-X SUPER XX PLUS X
20 Exp. Rolls..30c Ea. 36 Exp. Rolls..50c Ea.
Bulk $4.25 per 100 ft. — $2.25 per 50 ft.
EKTACHROME—Daylite type ASA 32
20 Exposure Cartridge $1.50
ANSCO COLOR RELOADS
20 Exp. (ASA 12) $1.25 Ea. 3 Rolls $3.50
All fresh, clean safety film. Satisfaction guaranteed or money back. Please include 10c extra per order to cover postage and packing. No C.O.D.
EASTERN PHOTO LABS, Dept. "A"
1405 N. Charles St. Baltimore 1, Md.

Min. Order 1.00 Please, No C.O.D.

FREE! With Every Print Order of $3.00 or More
'How To Photograph Women'
BY PETER GOWLAND

Prices Drastically Reduced!!

2 x 3—.20
3 x 4—.40
4 x 5—.50
5 x 7—1.00
8 x 10—2.00

20 Exp. Ansco — Anscochrome Ektachrome Dev. & Mtd. $1.00
120 - 620 Ansco or Ektachrome $1.00

LINDSAY SERVICE COLOR
Box 659, P-7
UNION CITY, NEW JERSEY

35MM CAMERA OWNERS SAVE!

RELOAD INCLUDED with introductory order!
Send this Adv. with your 35 MM roll for developing and 3½x4½ glossy, dated prints. 20 Exp. only $1.10; 36 Exp. $1.50 and RELOAD AT NO EXTRA COST A 20 EXP. FRESH DATED RELOAD! Offer limited, so send roll with Cash, M.O. or Check. Now! Write for free mailers and information on processing of Ektachrome and Anscochrome.
MINICAM PHOTO LABS., Dept. 23, LaCrosse, Wis.

WHOLESALE SPECIALS
All Manufacturers—All Agencies
WHY WAIT? Immediate Delivery!
Dealers, Professionals, Drug Stores, Appliance Concerns, etc.—Write on Business Letterhead for our SPECIAL PHOTOGRAPHIC WHOLESALE BULLETIN #15 . . . IT'S FREE
DUMONTS 34th Street CAMERA EXCHANGE
DENIHAN STORES, INC.
150 East 34th St. Dept. 177 New York 16

We are looking for high grade COLOR TRANSPARENCIES
SUITABLE FOR MAGAZINE COVERS, CALENDARS, ADVERTISING, ETC.
4x5 or larger. Children, animals, industry, science, sports, landscapes, girls, human interest. Prompt replies and returns. Please enclose stamped return envelope.
SHOSTAL *the agency for color photography*
545 FIFTH AVE., Dept. P-127, NEW YORK 17, N. Y.

LOW PRICES! COLOR PRINTS 20¢

2¼x3¼...25c (ANY TEN 20c EACH). SQUARE 120-620 FILM WILL BE MADE 2¼x2¼.
3x4...40c • 5x7...$1.25
4x5...60c • 8x10...2.00
FILM DEV. ANSCO OR EKTA $1.00
DEV. BY KODAK { KODACHROME 20 EXP. 1.35; KODACOLOR FILM .70; KODACOLOR PRINT .27
MINIMUM ORDER $1.00. INCLUDE POSTAGE.

35mm DUPES 20¢ PER SLIDE

WASHINGTON COLOR PHOTO
P.O. BOX 1605 • WASHINGTON 13, D. C.

SAVE UP TO $24

FAMOUS **Meyer** TELEPHOTO MOVIE LENSES

8 MM: 1½" F.2.7 Trioplan **$23** Regularly $39
16 MM: 3" F.2.8 Trioplan **$34** Regularly $58

Order Today!

MEYER-OPTICRAFT, INC.
39 W. 60 St., New York 23, N. Y.

40¢ 4x5 COLOR PRINTS*
• 2¼x3¼ @ .25 - 5 for 1.00
• 4x5 @ .50 • 5x7 @ 1.00
• 8x10 @ 2.00

• QUALITY • ECONOMY • SERVICE
Check This Ad

$1.00 120-620 35mm. (mntd.) Ektachrome Anscochrome

* when ordering 4 or more

GULFSTREAM
COLOR LABORATORIES
1862 Purdy, Miami Beach 39, Fla.

NEW

JEN-DIP SAVES YOU $16.00
Change white bulbs to blue for better controlled color shots
• Dip bulb in Jen-Dip Blue Label
• Dries in 5 Seconds
• Coats 400 Lamps **$1.50**
New Pouring Spout Beaker
JEN, 417 W. 42 St., N. Y. 36, N. Y.
NEW FREE flash guide Send self-ad stamp. envel

ANSCOCHROME HEADQUARTERS!
35mm (20 Exp.) Factory Notched Film only **$1.10** INCLUDE 4¢ FOR POSTAGE & INS. Ea. Roll
Ansco & Ektachrome 120, 620, 35mm (20 Exp.) Developed & Mounted only **75¢**
FULTON CAMERA EXCHANGE
148 FULTON STREET NEW YORK 38, N. Y.

FREE CATALOG
96 Pages—Largest Assortment
PHOTO FRAMES • MOUNTS • ALBUMS and MAILERS
WRITE TODAY! Fastest Service! Lowest Prices!
INTERNATIONAL SALES CO. DEPT. H
414 E. Baltimore St. • Baltimore 2, Maryland

LARGE SIZE COLOR PRINTS...
3¼ x 4½
3 for $1.
Special
COLOR PRINTS
Quality 2¼" x 3¼
5 for $1.
Try us!! Hundreds of re-orders prove our color prints are finest at any price. Why pay more?
We do confidential work for Photographers Adv. Agcy. Artists, etc.
Fast service
From any size color film.
Guaranteed Quality
Postpaid 1st-Class Mail
CALICHROME
P. O. Box 9645-F LOS FELIZ STATION
LOS ANGELES 27, CALIFORNIA

S-T-R-E-T-C-H YOUR DOLLAR
ALL MERCHANDISE BRAND NEW!
ALPEX, SELF-TIMER (Fits Most Cameras), reg. $2.95.....special $1.99
ANSCO CHROME—Easy Loader "820 Exposure Rolls," reg. $9.95..special 7.35
1½" F3.5 IMPORTED 8mm TELE-PHOTO, reg. $16.50.....special 6.95
HI-FI RECORDING TAPE—¼" x 600', reg. $3.50.....only 1.49
KODAK PLUS X—35mm, 36 exposures, outdated—3 rolls for..... 1.00
AEREQUIPT MAGAZINE, reg. $2.25.....special, each 1.59
Write for Our Used Bargain Camera Price List
Order by Mail Now and Save
Please include Sufficient Postage with Your Remittance. Otherwise Balance Will Be C.O.D.
DUMONT'S 34th ST. CAMERA EXCHANGE
150 East 34th St., Dept. 177, New York 16

NOW... COLOR PRINTS AT LOWEST PRICES!
2¼x3¼ ....25 5x7 ....1.00
3x4½ ....40 8x10 ....2.00
4x5 50
Duplicate Transparencies...25¢
Ansco & Ektachrome processing...per roll 1.00 (Including the new high speed Ansocrome & Ektachrome)
FAST QUALITY SERVICE
A Trial Will Convince You
*4x5 40¢ EACH
*When ordered in quantities of five or more. You may even send different transparencies!
ROYALE COLOR LAB
P.O. BOX 43, GLEN OAKS BR., Dept P-7
FLORAL PARK, NEW YORK

Why More Than One Model?
Sure, we have a DeGroff AIRWAY SHUTTER RELEASE that can be used on all cameras. But the reason DeGroff has 14 different models is to give you the *most effective use* of YOUR camera. DeGroff AIRWAY SHUTTER RELEASES are patented. That's why no other manufacturer can offer you this service. Trips shutter at any distance from 5 in. to 50 ft. or more.
See your dealer or write *Fully guaranteed*
DE GROFF LABORATORIES, INC.
South Bend 2, Indiana
YOUR CAMERA

COLOR PRINTS
We pledge QUALITY plus FAST service. Orders received one day, returned the next day —First Class Mail. All work GUARANTEED.
Color prints 2½x3½ 4x5 5x7 8x10
Price each ..... .25 .50 1.00 2.00
(ten of any size—deduct 10%)
COLOR FILM PROCESSING
Ansco or Ekta 35mm 20 ex. (MTD).....$1.00 ea.
Ansco or Ekta 120, 620 ..... 1.00 ea.
Save time & C.O.D. charges—remit with order.
Minimum Order $1.00
COLONIAL LABORATORIES
1329 Milton Ave. Pittsburgh 18, Pa.

LENS GUARDS
A Protection From Sun Rain Dust
15 sizes to fit all cameras including double lens reflex cameras
Price 15¢ to $1.00 at your local camera store
Take no substitute...
Lens Guards are made of Neoprene rubber
SCHOEN PRODUCTS
15029 S. Figueroa, GARDENA, CALIF.

PRICES REDUCED! CHINACOLOR Finished Like Fine Porcelain
COLOR PRINTS
WALLET SIZE 2¼x3¼ NOW 25c
MOUNTED: 3x4 .55; 3¼x4½ .65; 4x5 .80; 5x7 1.50; 8x10 2.25
UNMOUNTED: 2¼x3¼ .25; 3x4 .50; 3¼x4½ .60; 4x5 .70; 5x7 1.25; 8x10 2.00
35mm Duplicate Color Slides 25¢
ANSCOCHROME DEVELOPED 120-620—35mm $1.00 per roll
EKTACHROME DEVELOPED 120-620 $1.00; 35mm 1.00
NORMAL 3-DAY SERVICE
Minimum Order $1
CHINACOLOR LABORATORIES
Dept. 67-A, 715 Kennedy St., N. W., Wash. 11, D. C.

STANRITE SUPERPOD GEARED TWO WAYS...
FROM $19.95
Horizontal gear for smooth movie panning. Geared for fast elevation up-down action. Extra 90° tilt on panhead. Ball level, many new features that have never been offered on any tripod before.
WRITE FOR FREE CATALOG
THE MOST AMAZING TRIPOD EVER MADE
TESTRITE INSTRUMENT CO., Inc.
138 Monroe St., Newark 5, N.J.

COLOR PRINTS From Your Color Films 25¢ 2¼ x 3¼
KODACHROME-ANSCOCHROME
EKTACHROME - ANSCO COLOR
3½x5 45¢ | 5x7 $1.00 | 8x10 $2.00
DUPLICATE 35 mm slides, 25c
(Film Processing: Anscochrome, Ektachrome 35 mm, 20 exp., mtd.; 120 620, $1 per roll)
Fast Service • High Quality • Money Back Guarantee
Send for complete price list
Minimum Order $1
No C.O.D.'s please
AUTHORIZED ANSCO COLOR LABORATORY
COLORFAX LABORATORIES
1160-P Bonifant St., Silver Spring, Maryland

Automatic Daylight Developing Tank

• Processes up to 200 Ft.
• 8mm-16mm-35mm
• Movie—X-Ray—Microfilm
• Motor Driven—Portable
• Tough plastic tanks
• Uniform Density Assured
• 70mm tank also available
• Guaranteed
Write for Free Literature. Dept. P
Micro Record Corp. 487 South Ave. Beacon, N. Y.

BAHNSEN BLOSSER
Post Office Box 241
Yellow Springs, Ohio
We process all domestic color films except Kodachrome.
Any size, unmounted, $1.15.
35 mm., mounted, $1.25
Color prints from your transparencies
Approx. Size — Each Print
2¼x3½ — $.50
3¼x4¼ — .70
3¼x4¼ — .85
5x7 mounted — 1.50
8x10 mounted — 3.00

Sample the Glamour of Stereo! Get this FREE 3-D Deal!
FREE! Stereo Slide
FREE! Catalog of Stereo viewers cameras, slides, lens, etc.
FREE! Your Stereo questions Answered
Write
STEREO SPECIALISTS
Box 952, Dept. C76
Church St. Sta., N. Y. 7, N. Y.

Free-Lance Color Photographers
We sell your pictures to a demanding market. Picture ideas furnished. Coaching service offered. Make $100-400 per subject. Write today!
AMERICAN COLOR AGENCY
7130 Hollywood Blvd., Hollywood 46, Calif.

GUARANTEED VALUES
WEDDING·BABY ALBUMS
also
MUSICAL
Largest Selection of Portrait Albums.
Photogr. Discount FREE New Folder PP
PHOTOFIT ALBUM CO.
131 WEST 42ND ST., NEW YORK 18, N.Y.

Now, TITLE WHILE YOU SHOOT

187 letters, numerals, figures. Never wear out. STICK LIKE MAGIC. With title boards & title suggestions.
See your dealer or write direct $2.95
FREE samples & titling ideas on request.
CLINGTITE LETTERS
1533 Hyde Park Blvd.
Chicago 15, Ill., Dept. P-7

GUARANTEED FRESH DATED SAFETY FILM
New Fast ASA 32 EKTACHROME-ANSCOCHROME
RELOADS
20 Exp. roll.....$1.25 5 rolls.....$5.75
with processing...1 roll $1.95; 5 rolls.....$9.25
COLOR FILM PROCESSING
Ansco, Anscochrome, Ektachrome, 20 Exp. 35mm mounted roll.....$1.00
Free Wallet size print with each developed roll.
Write for Catalog.
ARROW CAMERA EXCHANGE
5 Centre St. Hempstead, N. Y.

STATIC master
THE TRIED AND PROVEN TOOL THAT DESTROYS SURFACE STATIC ELECTRICITY
• For cleaning slides before mounting
• For cleaning negatives before printing
• For cleaning Readymounts for projection
Buy Staticmasters at your local photographic store or order direct...sent postpaid if cash with order
$4.95
The Polonium Strip Does The Trick
NUCLEAR PRODUCTS CO.
10175 E. RUSH ST. EL MONTE, CALIF.

WANTED GUN CAMERAS
Top Prices. Ship now—Cash Airmailed on receipt. Ship Parcel Post or Railway Exp.
GORDENT, 5361 Auckland Ave., North Hollywood, Calif.

BUILD-IT-YOURSELF

"TABLITE" ELECTRONIC FLASH KITS

Portable—AC & Battery Inbuilt

All in One Camera Case

Uses new lo cost lo voltage super circuit constant bright light output; light duration 1/600 sec'd; color K 6800°; cost per flash less than ¾¢. 1000 to 2000 flashes per set of batteries. All kits with inbuilt AC pack. (Kits less batteries.*)

MODEL 400V, 60W Sec'd, color 75+; B & W 225+. Recycles 2 sec'ds, less than 4 lbs. ... $29.95
MODEL 600V, 120W Sec'd, color 100+; B & W 300+. Recycles 5 sec'ds, less than 5 lbs. ... $44.95
MODEL 1000V, 240W Sec'd, color 150+; B & W 450+. Recycles 10 sec'ds, less than 6 lbs. ... $54.95
KITS ASSEMBLED ... Additional $10
*** Two (2) 240V BATTERIES ... $10**
SOLD WITH "TAB" MONEY BACK GUARANTEE

TECHNICAL APPARATUS BUILDERS
DEPT. PP7, 109 LIBERTY ST., N.Y. 6, N.Y. RE 2-6245

FILMS DEVELOPED & ENLARGED

8 JUMBO PRINTS in Album — ONLY 35¢

INTRODUCTORY OFFER
12 exp. Roll 50c
16 exp. Roll 65c
20 exp. Roll 90c
36 exp. Roll 1.25
35mm B & W Reloads ... 60c
20 Wallet size photos from your favorite photograph or negative $1
Ansco, Ektdc. 35mm col. Dev. & Mtd. 75c
Ansco. Ektdc. 120-620 Dev. .. 75c

FREE MAILER
SEND POSTCARD FOR FREE MAILER TODAY
Quality Guaranteed or Money Refunded

Mel's PHOTO Box 106-Y B'klyn 20, N.Y.

MAKE YOUR PRESENT LENS INTO A TELEPHOTO OR WIDE ANGLE

WIDE-ANGLE & TELEPHOTO LENSES → **$29.95** $42.00 VALUE!
COMPLETE WITH CASE

Mount Onto Your Camera Like a Filter Holder. Fits Series V Adapter and Most Wanted Lens Accessories.

Fits Argus C-3, C-4, Bantam, Bolsey, Contaflex, Contessa, Edinex, Edixa, Kodak 35, Mercury, Retina, Signet, Vito, Polaroid.

DAVID SPECIALTY COMPANY
212 W HUBBARD ST. CHICAGO ILL.

4x5 COLOR PRINTS 50¢

COLOR FILM PROCESSING
Ansco, Anscochrome Ektachrome
20 Exp. 35mm Mounted, Roll $1.00
120, 620, Roll $1.00
Slide Duplicating 25c ea.

Color Prints
2¼x3¼ 25c
3¼x4½ 45c
5x7 ..... 1.00
8x10 ..... 2.00
11x14 ..... 5.00
16x20 ..... 12.25

Minimum Order $1.50
No C.O.D.

CANYON COLOR CO.
BOX 36536 LOS ANGELES 36, CALIF.

DUMONTS DOES IT AGAIN!

ALL MERCHANDISE BRAND NEW!

BELL & HOWELL SPLICER Reg. $22.50 ..... Special **$11.95**
I. R. ELECTRONIC FLASH (Battery & A.C. uses 4 "D" cells). Reg. $54.95 .. Special **37.25**
7mm F2.5 Wide Angle FF for 8mm Cameras. Reg. $29.95 ..... Special **17.98**
HI-FI RECORDING TAPE, Plastic, ¼" x 1200 ft., Reg. $5.50. Only **1.95**
ENLARGING PAPER Fresh, 5"x7", S.W. #3, Semi-Matte per 100 **1.50**

Order by Mail Now and Save
Please Include Sufficient Postage with Your Remittance. Otherwise Balance Will Be C.O.D.

DUMONT'S 34th ST. CAMERA EXCHANGE
150 East 34th St., Dept. 177, New York 16

COLOR PRINTS

Photo fans now turn to
ROCHESTER *Photo Color*
A laboratory that will warrant your confidence after your first order. All work will yield the best possible QUALITY... greater ECONOMY... SERVICE

2¼ x 3¼	3¼ x 4½	5 x 7
25¢	50¢	$1
3 for $1.00	3 for $2.00	3 for $4.00

Rochester PHOTO COLOR
BOX 1629 • ROCHESTER, N.Y.

PORTER PERMANENT-SEAL FILM BINDERS SUPER-EXCELLENCE

A complete line of standard size binders and opaque film masks for projecting and viewing.
NEW SEALING METHOD Guarantees perfect seal in any climatic condition or money refunded.
Write for **FREE** sample

2x2 Binders packed 50 per box @ $2.00. If with film protectors $3.00 for: 35mm D.F., S.F., Rolet, Bantam, 16mm D.F., S.F.,
Minox and new super slide 38x38mm.
2¾x2¾ Binders packed 50 per box @ $3.00. If with acetate protectors $4.25 for: 2¼x2¼, 1⅝x2¼, Bantam and 35mm D.F.
3¼x4 Lantern slide binders packed 25 per box @ $2.25 if with acetate film protectors $3.15 for: 2¼x3¼, 2¼x2¼, and 1⅝x2¼ in either vertical or horizontal aperture.

THROUGH YOUR DEALER OR ORDER DIRECT
Porter Mfg. & Supply Co., Dept. P7, 2836 Sunset Blvd. Los Angeles 26, Calif.

COLOR SLIDES From KODACOLOR 35¢

from any size KODACOLOR negative
35mm mounted
minimum order $1.75

COLOR DUPLICATES
35mm $ .20 each mounted — 20 for $3.00
☆ STEREO $ .40 pair — 10 pair $3.50
STRIP 35mm 20 exp. $1.50 — 36 exp. $2.50

COLOR FILM PROCESSING
☆ ANSCOCHROME — EKTACHROME
35mm 20 exp. mounted — 120 - 620 $1.00

35mm RELOADS • ASA-32
☆ 20 exp. ANSCOCHROME - EKTACHROME $1.40 ☆

MULTI-COLOR Film Co.
Box 54, Northridge, Calif.

REVOLUTIONARY

100 2X COLOR ENLARGEMENTS FROM 35MM — **AMAZING LOW COST**
—with SELF-STICKING BACK

Beautiful lithographed color or black & white. Wonderful for Thank You notes, Personalized Stationery, Wedding and Birth Announcements, Greeting Cards, unlimited commercial uses. Send 10¢ for samples and full facts.
ALSO, earn hundreds of dollars with your camera. Ask about "Agents Plan."

POLYPIX DEPT. PP-7 723 S. Wells St. Chicago 7, Ill.

10 COLOR SLIDES Rocky Mountain Ramblings $1

Colorful, picturesque mountains, lakes, streams and waterfalls in scenic splendor. One of the most unique and colorful mountain park systems in America. 10 2x2 color slides $1.00 prepaid.
List of others sent with order.

SLIDE Co. Box 1031, Canton, Ohio

35mm DELUXE QUALITY FINISHING

Now you can have your photos looking their finest on double weight portrait type paper for only slightly more than the run-of-the-mill snapshot finishing. Your film will be fine-grain developed and then chemically hardened against scratching. We will then print and expose each negative individually on double weight velvet luster portrait type paper. All prints are the large 3½ x 5 inch size. 20 exp. roll $1.75. 36 exp. roll $2.75. Free mailers. 48 hour lab service.

VALUE 35MM LABS P. O. Box 38P, C. I. Station Brooklyn 24, New York

$500 FOR 1 PIX

Your photographs, if top quality, are saleable for advertising, calendars, etc. Selling the work of free-lancers has been our job since 1937. Color and black and white. Send samples, obtain details.

FPG 62 W. 45th St. N. Y. 36, N. Y.

MIRASOLA FLASHAL

(Automatic Flash Computator)
World's Only Unequaled **ONLY $1.00**
Save! — Save! — Save!
Correct exposure every time. Stop film, bulb waste. Easy to use. Shoot In—Outdoors—Synchro—Flash & Flood —No Guide Numbers.
Spec. —All Bulbs. Dist. 4 to 96 ft. B to 1/1000—Filters. All Films, Color & B W. (f/1.9 to f/32).
Order by mail—NOW.

Glöb Dist. 601 E. Philadelphia St. YORK 10, PA.

COLOR SLIDE DUPLICATING 20¢ EACH

35mm Mounted
Finest quality, sharpest reproduction.
One of the West's oldest color slide duplicators.
Quality Color Printing Also Available
24 Hour Color Film Processing, Ansco, Anscochrome, Ektachrome

STEDCO PHOTO
7610 Melrose Ave. Dept. P • Los Angeles 46 • WE 6-0668

GUARANTEED PHOTO FINISHING

8 EXPOSURES 30¢ Custom Photo Finishing. Absolutely Guaranteed
8 exp. dev. and 1 JUMBO Album Print of ea. 30c
12 exp. 50c, 16 exp. 70c
35mm 36 exp. fine gr. dev. and jumbo pts. $1.10
FAST SERVICE • FREE MAILER ON REQUEST

FLASH FOTO BOX 36-Y2, PARKSVILLE STA., BROOKLYN 4, N. Y.

QUALITY IS OUR MOST IMPORTANT PRODUCT

AUTHORIZED MOUNTING SERVICE FOR OWNERS VIEW-MASTER

VIEW MASTER REELS FROM ANY 35 MM STEREOS.

Color Slide Duplicating
Color Prints

Lowell 5518 CAHUENGA BLVD. NORTH HOLLYWOOD, CALIF.

Write for Price List and Information

8 GIANT PRINTS IN ALBUM 35¢

INTRODUCTORY OFFER!

ALL FILMS INDIVIDUALLY PROCESSED
MONEY BACK GUARANTEE
One Day Service. Send for FREE MAILERS.

12 exp. Roll	50¢
16 exp. Roll	65¢
20 exp. Roll	90¢
36 exp. Roll	1.25
Ansco 35MM Col. Dev. & Mtd.	95¢
Kodak, Ektac. 120-620	95¢

ENVOY PHOTO Dept. P
Box 121, Bath Beach Sta., B'klyn 14, N. Y.

MOVIE AND SLIDE TITLES

STILL AT SAME LOW PRICES!

These top quality Titles formerly distributed by Bell & Howell—now sold direct. Large variety of backgrounds, including FOREIGN scenes! YOUR wording. Amber tinting free gives beautiful color effect at LOW prices!
FREE CATALOG, SAMPLES. WRITE NOW!
Title-Craft, Dept. P, 1022 Argyle St., Chicago 40, Ill.

20¢ COLOR PRINTS
2¼ x 3¼

from your transparencies

SEND FOR	3 x 5 .... .40	5 x 7 .... .95	
FREE MAILER	4 x 5 .... .50	8 x 10 ... 1.95	

Slide Duplicating ..... .20¢

Anscochrome, Ektachrome, Anscocolor — 75c — 120, 620 dvlpd; 35mm (20 exp) dvlpd & mtd

Processed by KODAK! Kodachrome Mtd. Dev. & 20 exp. 1.20; 35 exp. 1.90. Kodacolor Dev. only ... .70; Jumbo Prts . .27

MASTER COLOR LABS — G. P. O. BOX 30R, Newark 1, New Jersey

IT'S A FACT! For the very best in advanced color services, the leading professional photographers and studios always rely on Kurshan & Lang . . . now and for the first time, this very *some* custom-quality professional processing is available to all discriminating color photographers who must have the best.

ektachrome • anscochrome
PROCESSING by experts

free . . . K & L will gladly make a TEST RUN and/or COMPENSATE for under or over exposure if specified.

YOUR COLOR FILMS RETURNED WITHIN 24 HRS. Pd. 1st CLASS. Send cash, check or M.O. please. NO C.O.D.'s

35mm (20 exp.) $1.50 *mounted*
35mm (36 exp.) 2.25 *mounted*
120-620 rolls .. 1.50 *in slides*
4x5 or smaller .. .53 *in slides*
free Foil-proof Mailing Bags

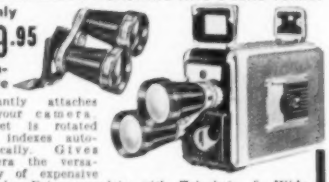
KURSHAN & LANG — CUSTOM COLOR SERVICES — 10 east 46th st., new york 17

MOVING?
BE SURE POPULAR PHOTOGRAPHY FOLLOWS YOU. SEND YOUR CHANGE OF ADDRESS TO POPULAR PHOTOGRAPHY
CIRCULATION DEPARTMENT
64 E. Lake St. Chicago 1, Ill.

UNIVERSITY CAMERA CORP.
Dept. BG
761 Broadway, N.Y.C. 3, N.Y.
Cat. on Request #PP77

SUPER BUYS	LIST	SALE
Airequipt mags	$ 2.25	$ 1.48
Case (holds 30 Airequipt mags)	15.95	6.95
Del case (holds 12 mags)	9.95	4.95
Weston Master	31.50	17.95
Weston Case	3.00	1.50
HI-FI 600 FT	3.50	1.35
HI-FI 1200 FT	5.50	1.75
8mm Tele 11½" F1.9	38.75	19.95
8mm Wide Angle F1.9	44.50	24.50
Federal Esl 289 LN	33.00	19.95
Mohawk Tape Rec. LN	249.50	159.50
DeJur Prof Meter/case	27.95	18.75
MANSFIELD 8mm Ed. '56 mod Compl	44.50	25.49
Sector Meter W/case	9.95	5.95
Quick-set Elevatrg Champ	34.00	18.95
SVE 500 W/case/auto chgr	67.50	36.95
Star B Comet	22.50	14.95
Star D Conquest	19.95	13.45
Tripod Case	5.95	3.60
5 sec brass tripod, small	13.50	4.95

NEW MANSFIELD TURRET
for 8mm BROWNIE MOVIE CAMERAS
CONVERTS REGULAR BROWNIE INTO 3-LENS TURRET



only $29.95 complete

Instantly attaches to your camera. Turret is rotated and indexes automatically. Gives camera the versatility of expensive models. Price complete with Telephoto & Wide Angle lenses & Finder. Model B fits Brownie 2.7 Model B9 fits the 1.9. If dealer can't supply write us to Dept. TP-7.

MANSFIELD INDUSTRIES, 1227 Loyola, Chicago 26, Ill.

SAVE ON **KODAK-ANSCO-McGREGOR**

Special**KODACHROME (Kodak Proc. Incl.)**Special (camera spoiled from bulk)

8mm x 25' dble roll	$ 2.25 ea.	3 for $ 5.95
	6 for $11.10	12 for $21.00
8mm x 25' dble mag.	$ 2.75 ea.	3 for $ 7.50
	6 for $14.10	12 for $27.00
16mm x 100' roll	$ 5.25 ea.	3 for $15.00
	6 for $28.50	12 for $55.00
16mm x 50' mag.	$ 3.25 ea.	3 for $ 8.95
35mm x 20 exp.	$ 1.85 ea.	3 for $ 4.95
35mm x 36 exp.	$ 2.75 ea.	3 for $ 7.50
16mm x 100' roll o.d.	$ 3.90 ea.	3 for $10.00

AERO EKTACHROME ASA 40

8mm x 25' dble roll	$1.25 ea.	3 for $ 3.50
16mm x 100' roll	$3.95 ea.	3 for $10.95

FACTORY FRESH COLOR (Proc. Incl.)	Koda-Chrome	Ansco Color	McGregor Color
8mm x 25' dble roll	$2.75	$2.25	$2.40
16mm x 50' mag.	$4.75	$4.25	$4.25
16mm x 100' roll	$6.95	$6.25	$6.75

FRESH B & W MOVIE FILM (Proc. Incl.)

	Plus X	Super XX	Ansco	Tri-X
8mm x 25' dble roll	$1.10	$1.35	$1.10	$1.95
16mm x 50' mag.	$1.75	$1.95	$1.75	$2.75
16mm x 100' roll	$2.75	$2.95	$2.75	$3.95

Please include postage with order. LIDO FILM SERVICE, 663(P) Long Beach Blvd., Long Beach, N.Y.

Save Money! Get Highest Quality!
Kodachrome
PROCESSED BY TECHNICIANS OF ROCHESTER!

Why risk inferior results? Use FASCOLOR Service! Processing is done by color experts trained in the world's photographic center. Mailers supplied FREE. Send us your Kodachrome now, or write for specials on color film, prints. Dept. PK

$1.20 20 exp. postpaid

FASCOLOR Service, Inc. Box 86, Rochester 1, New York

Please remit with order.

FRANK LIVIA—formerly with color staff of N Y Daily News presents—
QUALITY IN COLOR
CUSTOM PRINTON SERVICE
LIVIA COLOR LABS INC.
4 West Lincoln Ave., Valley Stream, L.I., N.Y.

EKTACHROME and ANSCOCHROME processed by finest technicians

35 MM 20 Exp.	$1.25
35 MM 36 Exp.	2.25
120—620 rolls	1.00
4x5 or smaller	.40

Your color films returned within 24 hrs. Pd. 1st class—send cash, check or M.O.

No C.O.D.'s Please

IT'S ALL ABOUT COLOR!

For news of an exciting new publication you won't want to miss, devoted exclusively to color photography, turn to page 149.

CLASSIFIED ADVERTISING

NOTICE: Rates, 75¢ per word. Minimum 10 words. September issue closes June 21st. Send order and remittances to Popular PHOTOGRAPHY, 366 Madison Ave., N. Y. City 17.

CAMERAS AND EQUIPMENT TO SELL

"LENSES" 'Bargains from Britain' Ex. Govt. 5 in. F/4.5 Wide Angle $18.00. 7 in. Kodak Ektar F/2.5 $39.50. 8 in. F/2.9 (Dallmeyer Pentac Type) Anastigmat $21.50. 14 in. F/5.6 (Cooke Aviar Type) Anastigmat $29.50. 20 in. F/6.3 Anastigmat $37.00. 36 in. F/6.3 Tele Lens $68.00. All lenses fitted with Iris diaphragm and Flange. Every Lens guaranteed. Prices include carriage paid to destination. Also available complete Aerial Cameras, details on request. Immediate despatch against Bankers Draft or Money Order. Direct Photographic Supply Co. 2, Harrow Road, London. W.2.

CHICAGO'S Largest Camera Trading Center! Open evenings! Better deals! New-Used! Mailorder satisfaction! Chromoptics, 943 North State, Chicago 10.

20% TO 50% discount everything Photographic, giftware. Free catalogue. Dart, 3812P Atlantic Avenue, Brooklyn 24, New York.

DISCOUNTS 20% to 50%—Cameras, Projectors, Tape Recorders, Lenses. Write for Individual Quotations, No Catalogs. Classified Camera B, 2375 East 65 St., Brooklyn 34, N. Y.

PROFESSIONAL Camera buyer sells wholesale plus very nominal service fee. Five year guarantee. Minimum $100. References: First National Bank, Colchester, Dunn & Bradstreet. Bonded. State your need exactly, in duplicate enclosing return envelope. Justin Hartley 10 years at 13 Main Street, Colchester 17, Connecticut.

LARGEST Camera discount house in the East. Write in your needs Dept. PP, "King For Price", Box 163, Bronxville, N. Y.

LOW READER RATE

Popular PHOTOGRAPHY has established a new classified rate for readers only of 45¢ per word—minimum 10 words. This reader rate can only apply to those advertisements describing for sale, barter and/or exchange, merchandise of a purely personal ownership, and not in any sense merchandise or services offered on the part of a dealer or others. The commercial rate remains 75¢ per word, minimum 10 words.

BUY at Wholesale, Cameras, Photo equipment, Recorders, Typewriters, Silverware, TV, etc. Up to 60% off! 10¢ brings amazing catalogue. Thousands of items. Terrific deals on trade-ins. Dealer's Mart, 54 Beverly Road, New Rochelle, N. Y.

CANADIANS send for bargain list, new and used equipment. Simon's Camera Exchange, 11 Craig West, Montreal, Canada.

COURTEOUS Personnel, you don't have to buy to be treated courteously, Altman's, 64 E. Monroe, Chicago 3, Ill.

FAST Service, mail orders filled the same day they are received, Altman's, 64 E. Monroe, Chicago 3, Illinois.

UNUSUALLY Complete Inventory, one of the World's most complete inventories of fine cameras, lenses and accessories, Altman's, 64 E. Monroe, Chicago 3, Ill.

IMPOSSIBLE To Advertise Everything In Stock; state your requirements, immediate reply by return mail, Altman's, 64 E. Monroe, Chicago 3, Ill.

CONVENIENT Location, located in the heart of Chicago's Loop, Altman's, 64 E. Monroe, Chicago 3, Ill.

NO Double Talk, we say what we mean, and mean what we say, Altman's, 64 E. Monroe, Chicago 3, Illinois.

INTEGRITY, a camera store with a high standard of ethics. We want you and your friends to remain customers. "One Shot Deals" do not interest us. Altman's, 64 East Monroe, Chicago 3, Ill.

NO Junk, used or new equipment can be bought with confidence, Altman's, 64 E. Monroe, Chicago 3, Ill.

FREE Wholesale Catalogs! Cameras—Equipment, Sporting Goods, Homewares. Everything! Tremendous Discounts. Econ-O-Mart, Whippany 8, New Jersey.

20%-40% DISCOUNT—Cameras, Photo equipment—Specialization Name Brands. Write: Edan Foto Supply, 1580 40th Street, Brooklyn 18, N. Y.

ROLLEIFLEX III—brand new, case, filters, $155. William Hammond, Islington, Massachusetts.

STEREO Camera, Carrying Case, Viewer, Film and Bulbs. Never used, Will sacrifice $59.50 cash delivered. V. R. Beins, Highland Park, Ill.

BRITISH Lenses! Lowest Prices! Guaranteed. Immediate delivery. Baers, 741 State, Lancaster, Penna.

FINANCIAL Stability, we are not a "fly by night" firm. Our bank is the Exchange National of Chicago. You are welcome to check our high D&B rating, Altman's, 64 E. Monroe, Chicago 3, Ill.

PRICE Conscious, photographic retailing is a highly competitive business and we know it, Altman's, 64 E. Monroe, Chicago 3, Ill.

OUR Best Ad, a satisfied customer, Altman's, 64 E. Monroe, Chicago 3, Ill.

BUYING, get our deal, Altman's, 64 E. Monroe, Chicago 3, Ill.

SELLING, get our deal, Altman's, 64 E. Monroe, Chicago 3, Ill.

TRADING, get our deal, Altman's, 64 E. Monroe, Chicago 3, Ill.

LEICA III-F w/case F2 Summitar $217. Send stamp for list. Upham Photo, Box 202, Melrose, Massachusetts.

100 POWER 500mm telephoto lens for single lens 35mm reflex cameras $17.00. Holm and Jamer, Manorville, N. Y.

USED 16mm Neumade Machine Film Measuring Device Was 215.00 now 95.00 Free Bargain Sheet Covering All Kinds Used Cameras. Adams Camera, 531 North Market Ave., Canton, Ohio.

KILFIT Reproscope For Leica 6" f3.5 Kilar lens Was 252.00 now 149.50. Free Bargain Sheet. Adams Camera, 531 North Market Ave., Canton, Ohio.

DON'T Buy Till You Get Our Price! All Brands Photo Equipment, Recorders, Home Movies, Typewriters, Watches, Gift Items, etc. Save with Safety! Over 10 years of Service. Free Catalog. Send 6¢ (stamps) for mailing. Imperial Enterprise, Inc., Dept. P, 34 Park Row, New York 38, N. Y.

AMPRO Sound Projector, Arc Light, Complete, A-1 Condition, Must Sell. Jacobson, 26079 York, Huntington Woods, Michigan.

WESTON Mod 877 For Sale, Like new. P.O.B. 486, Haverford, Pa.

CANADIANS: Complete Mail Order Service. Free Lists and Information. Mills Photo Supply, Saskatoon, Canada.

CHICAGO Visitors, you are always welcome to browse, we hope our many attractive and unusual displays will interest you, Altman's, 64 E. Monroe, Chicago 3, Ill.

ALTMAN Buys, Sells, Trades, Altman's, 64 E. Monroe, Chicago 3, Ill.

QUALIFIED Personnel, you can get an honest and technically correct reply to your photographic questions from the best informed men in photographic retailing, Altman's, 64 E. Monroe, Chicago 3, Ill.

FRANCHISED Dealers For All The Finest Photographic Lines: Alpa, Bell And Howell, Beseler, Bolex, Canon, Chevron, Contaflex, Contax, Exakta, GaMi, Graphics, Hasselblad, Kilar Lenses, Kodaks, Leica, Linhof, Medalist, Minox, Nikon, Omega 120, Omega Enlargers, Panon, Praktina, Retinas, Realist, Revere, Robot Royal, Rolleicord, Rolleiflex, Super Ikontas, Voigtlanders, Wollensak, Zeiss, and others, Altman's, 64 E. Monroe, Chicago 3, Ill.

WORLD'S Finest Binoculars: Bausch and Lomb, Bushnell, Hensoldt, Kern, Leitz, Altman's, 64 E. Monroe, Chicago 3, Ill.

GUNSTOCK For Leicas, custom made exclusively for us $75, Altman's, 64 E. Monroe, Chicago 3, Ill.

GUNSTOCK For Exakta, custom made exclusively for us $60, Altman's, 64 E. Monroe, Chicago 3, Ill.

50mm F1.1 ZUNOW lens, for Contax or Nikon, spotless $195, Altman's, 64 E. Monroe, Chicago 3, Illinois.

NOT Advertised, specify your requirements, immediate reply by return mail, Altman's, 64 E. Monroe, Chicago 3, Ill.

LEICA Buyers, there is a reason why we are one of the World's largest Leica dealers, Altman's, 64 E. Monroe, Chicago 3, Ill.

MICRO-TECHON. Europe's new 4x5 quality camera. All the professional features:—Swing and tilt "Universal" revolving back, (standard roll and cutfilm holders). Vertical, lateral, swing and tilt front adjustments with drop-bed and triple extension. All top-name German lenses camcoupled to fast-action super-accurate rangefinder. Superior in long-life construction and finish, the Micro-Techon is distributed only through our Europe-to-User system, (to save you importers' and retailers' profits,—about 35%). Write:—Techon Export. Freilager 23, Basel, Switzerland, listing all accessory items required, for special introductory "Complete Outfit" quotation on this, and similar technical consumers goods.

CAMERAS AND EQUIPMENT WANTED

HIGHEST Prices paid for Leica, Contax, Rolleis, Reflex, Movie Cameras, Projectors. Ace Camera Exchange, 136 East 58th St., New York P-22, N. Y.

LEICA cameras! Leica lenses! Leica equipment! The very highest prices paid air mail immediately! American Camera Exchange, 210 W. 7th St., Los Angeles 14, Calif.

CONSISTENTLY paying more! Urgently wanted now; Kine Exaktas, Rolleiflex, Bolex H-8, H-16, Bell & Howell, Leica, Linhof, Retinas, Graphics, Hasselblad, Contax, Stereo Realist, 8mm & 16mm movie equipment! American Camera Exchange, 210 W. 7th St., Los Angeles 14, Calif.

WE buy, sell or trade photo equipment. Will pay top prices. Leicas, Contax, Rolleiflex, Bell and Howell, Bolex, etc. Sell to the largest camera co. in the middle west. Check sent same day equipment received. No waiting. Will hold equipment 10 days for your approval. Lincoln Camera Co., 219 W. Washington, Indianapolis 4, Ind.

FOUND the Store paying the highest cash prices for your used Cameras and Lenses. We buy, sell and also exchange. Broadway Camera Exchange, 2130 Broadway (75th St.), New York 23, N. Y.

HASSELBLADS, Bolex, Contax, Kodak Ektra cameras & Lenses—will pay premium price! American Camera Exchange, 210 W. 7th St., Los Angeles 14, Calif.

NIKON-CANON cameras, lenses! Immediate air mail cash! American Camera Exchange, 210 W. 7th St., Los Angeles 14, Calif.

YOU will get top cash by return mail for quality foreign and domestic cameras and lenses. Equipment held ten days for your approval. Sell now to Indiana's best known and largest camera and photo supply house. Hoosier Photo Supplies, Inc., 51 Monument Circle, Indianapolis, Indiana.

COMPLETE Outfits Purchased! Everything; 8mm's to 8x10's, 35mm's, Leicas, Linhofs, Lenses, Urgently Needed! Immediate Payments! Chromoptics, 943 North State, Chicago 10.

IMMEDIATE airmail payments for cameras, lenses, accessories! Highest Prices! Quality equipment wanted! Open evenings! Chromoptics, 943 North State, Chicago 10.

MEDALIST IIs that are practically new, Urgently Needed, Cash Via Airmail, Altman's, 64 E. Monroe, Chicago 3, Ill.

CANON cameras, late models, lenses, accessories, Urgently Needed, cash via airmail. Altman's, 64 E. Monroe, Chicago 3, Ill.

HASSELBLAD cameras, lenses, accessories, Urgently Needed, cash via airmail. Altman's, 64 E. Monroe, Chicago 3, Ill.

LEICA cameras, lenses, accessories, Urgently Needed, Cash via airmail. Altman's, 64 E. Monroe, Chicago 3, Ill.

NIKON cameras, lenses, accessories, Urgently Needed, cash via allmail. Altman's, 64 E. Monroe, Chicago 3, Ill.

VOIGTLANDER Prominents, Vitessas, Urgently Needed, Cash via Airmail. Altman's, 64 E. Monroe, Chicago 3, Ill.

ROLEX and Bell-Howell cameras, Urgently Needed. Cash via airmail. Altman's, 64 E. Monroe, Chicago 3, Ill.

ROLLEIFLEX cameras, accessories, Urgently Needed, cash via airmail. Altman's, 64 E. Monroe, Chicago 3, Ill.

EXAKTA cameras, lenses, accessories, Urgently Needed, cash via airmail. Altman's, 64 E. Monroe, Chicago 3, Ill.

LINHOF cameras, Urgently Needed, cash via airmail. Altman's, 64 E. Monroe, Chicago 3, Ill.

RETINA II-a and Retina III-c cameras, Urgently Needed, cash via airmail. Altman's, 64 E. Monroe, Chicago 3, Ill.

4x5 PACEMAKER and Crown Graphics, Urgently Needed, Cash via airmail. Altman's, 64 E. Monroe, Chicago 3, Ill.

CONTAX cameras, lenses, accessories, Urgently Needed, cash via airmail. Altman's, 64 E. Monroe, Chicago 3, Ill.

CONTAFLEX cameras, Urgently Needed, cash via airmail. Altman's, 64 E. Monroe, Chicago 3, Ill.

ALPA 7 cameras, Urgently Needed, cash via airmail. Altman's, 64 E. Monroe, Chicago 3, Ill.

CAMERAS, Projectors, Lenses. Highest cash Airmailed immediately. Satisfaction or Merchandise returned prepaid. Established 1920. Reliable Camera Exchange, 515 South Main Street, Los Angeles 13, Calif.

BARTER AND EXCHANGE

WILL Trade Fine Leica M3 Camera, with F2 Summicron, Case, for good diamond or Star Sapphire. Box 457 % POPULAR PHOTOGRAPHY.

STEREO

STEREO Wedding Albums, carrying cases, viewers, slides, Wholesale Price Lists. Robin Albums, 262 W. 22nd St., New York.

NOTICE!

In replying to Box Numbers, be sure to address letters to

Popular PHOTOGRAPHY

366 Madison Ave., New York 17, N. Y.

Note: This does not apply to Box Numbers where City and State are shown.

STEREO, Kodachrome originals of scenic Hawaii. Duplicates of latest sensational volcanic eruption. Free illustrated brochure. Hawaiian Stereos, P.O. Box 2874, Honolulu, Hawaii.

WORLDWIDE 3-D coverage in breathtaking Kodachrome. Complete your collection from 1,200 views, sent on approval. Free catalog. Ernest P. Wolfe, PSA, 1315 Westwood Blvd., Los Angeles 24, California.

3-D PROJECTOR. Build it yourself. Takes Stereo and 35mm slides. Excellent performance. No machine work required. All Parts available. Simple assembly work. Detailed information free. Victor Specialties, 775H Main Street, New Rochelle, N. Y.

MOVIE FILMS Rented—Sold—Exchanged

5,000 NEW, used 8-16mm silent, sound films. International-Greenvale, N. Y.

RENT 16mm sound films 50¢ reel. Large selection; free catalog. U. C. Film Service, 128 Chestnut St., Roselle Park, N. J.

RENT 16mm sound films by mail. Over 1500 subjects to choose from. Latest Major Releases. Features $4.95 up; 400-foot shorts, 75¢. Send for catalogue. Liberty Camera Shoppe, 80 Vesey St., New York 7, New York.

FREE Catalog—8—16MM Film Now Available. Best Rite Sales Co., P. O. Box 357, Times Square Station, New York 36, N. Y.

HUGE listings, color, B&W sports, comedies, travel, musicals, etc. Catalog 15¢. Turke Films, 423 S. Lincoln St., Hinsdale, Ill.

KODACHROME movies-projection sample $1.00, 80¢ rentals, lists 10¢. Galloway Films, Box 6953A, Washington 20, D. C.

FREE Catalog. New 8 & 16mm releases now available. Box 14, Midtown Station, New York 18, N. Y.

BARGAINS in used 16mm sound projectors, films, supplies. Also 8mm.—Specify film size. Write for free lists. National Cinema, 71 Dey Street, N. Y. C.

8-16MM Films. Free catalogue (with sample film 10¢). Garden, 690 Howard Avenue, Brooklyn, N. Y.

CASH for your sound films. Krasow Camera Shop, Danbury, Connecticut.

PHOTO FINISHING

GIANT photos a specialty. Introductory offer 40 by 48 $6.50 from your negative or print. Ideal for home or office. Warner Studio, 408 E. 11th St., Kansas City, Mo.

NO Negative? Send $1.00 for new negative and two 5x7 enlargements from picture, colorslides, colorprint, stereoframes, tintypes. Inquire Movieframe Enlargements. Projectionslides from any print or negative black and white 3 one dollar. Colorslides from any Kodacolorprint, printon, 4 two dollars. 20, 36 Exp. Direct Positive film delivered and reversed developed. Curiophoto, 1187 Jerome Ave., New York 52.

ABSOLUTELY highest quality professional double weight enlargements at dealers prices. 5x7, 30¢; 8x10, 37¢; 11x14, 74¢. No extra charge for cropping or dodging. New negative from your photo 50¢; minimum order $1.00. Foto Portrait Co., 1172-P Ogden Ave., New York City 52.

FREE 5"x7" introductory enlargement with roll. Finest quality Jumbo dated prints in handy Super Paks. 8 exposures 35¢; 12, 55¢. Globe Photo, Dept. PP, Box 3508, St. Paul, Minnesota.

FINEST quality double weight bromide enlargement at dealers' prices. 5x7, 30¢; 8x10, 37¢; 11x14, 74¢. Satisfaction guaranteed. Minimum order, $1.00. Foto Portrait Co., 1172-P Ogden Ave., New York City 52.

ENLARGEMENTS of superb quality. 5x7, 25¢; 8x10, 40¢; 11x14, 80¢; 16x20, $1.75. New negatives, 50¢. Oil coloring, retouching. Minimum order, $1.00. Barzell Photo Service, 796 East 175th St., New York 60, N. Y.

ULTRA fine Foto-Finishing on exclusive European papers. 35mm our Specialty. Standard prices. Foto-View, 323 West 42nd Street, New York 36, N. Y.

PROFESSIONAL Enlargements. Candid-Commercial-Portrait. Hand processed on double weight Matte, Glossy or Silk Paper. 4x5-15¢; 5x7-25¢; 8x10-40¢. Cropping when requested. Minimum order $1.00. Remittance with order. Martin Photo Service, P. O. Box 325, Flushing 52, N. Y.

35mm, 36 exp. Developed and Enlarged 3¼x4½ $1.25 with this ad. Flash Foto, Box 36Y, Brooklyn 4, N. Y.

H. I. Process—A new development in photo-finishing, making each ordinary picture a portrait. Very effective on all types of films and prints but especially on 35mm and enlargements. Write for price list. H. I. Process, Dept. P, Box 19-691, Los Angeles 19, Calif.

4x5 DW Enlargements 10¢, 5x7's 20¢, 8x10's 30¢. Copy negatives 50¢. Overnite photo-finishing-photostats. Free merchandise! Rapid Reproduction, 417-19 Broadway, Joliet, Ill.

SUPERFINE Professional enlargements. 12 4x6s, 6 5x7s or 3 8x10s, $1.00, from negative or photo. 20 supersize prints from roll or negatives $1.00. 36, $1.50. Texas Studios, 3 Sweetwater, Texas.

ENLARGEMENTS of deluxe quality made from your negative or photo. Finest double weight paper used exclusively. Quick service. 5x7, 30¢; 8x10, 37¢; 11x14, 74¢. New negative from your photo, 50¢. Minimum order, $1.00. Carlton Photo Labs, Dept. A7, 3748 Webb Street, Detroit 6, Michigan.

2x2 SLIDES—kodachrome or black and white from your positive transparency or print 25¢ each. Photo Copy Shop, 209 W. 15th St., Holland, Mich.

COLOR PHOTO FINISHING

ANSCO Color Prints by New England's Oldest Authorized Ansco Color Finisher. Wallet Size, special 10¢; 2¼ x 3¼, 25¢; 3¼ x 4, 35¢; 4 x 5, 50¢; 5 x 7, $1.00; 8 x 10, $1.50. Ansco and Ektachrome Color Film $1.00 per roll processed. 35mm is mounted. Minimum Order $1.00. No C.O.D. Please. Guaranteed to satisfy or your money back. U. S. Color Mart, Box 2222, Hartford 1, Conn.

EKTACHROME—Anscochrome processed-mounted $1.00. Fast Kodachrome-Kodacolor Service. Send for prices. National Color Corporation, Box 55, Northside Station, Atlanta 5, Georgia.

COLOR Slide Duplicating. Special Introductory offer—Enclose this ad. 6-2x2's or 2 Stereos—$1.00. Ask for quantity price list. Headliner Products, P. O. Box 602, Kansas City 41, Missouri.

BINOCULARS AND OPTICAL EQUIPMENT

SAVE 25%! America's largest selection. Free 56 page 1956 Binocular Catalog. $3.95 to $250.00! United, 9043 S. Western, A-3144, Chicago 20. Dealers Wanted.

BINOCULARS repaired, all makes. Authorized Bausch & Lomb, Zeiss, Hensoldt, and Bushnell dealer. Tele-Optics, 5514 Lawrence, Chicago 30, Ill.

PHOTO SUPPLIES

PHOTOMOUNTS 3x5's 3.80/100, 5x7 5.00/100. For free samples write Penn Photomounts, Glenolden, Penna.

ALBUMS most beautiful (Wedding and All Occasion). Wholesale Literature free. Photofilco, 131 West 42nd, New York 36.

PHOTO Log—Exposure data record book. 500 shots. $1.95. See ad May issue. Nichols Specialty Products, Auburndale, Mass.

ALBUMS! Wedding, Baby, Photographer and customer's names in gold! Free catalog. Crestwood, 3601 West 71st, Kansas City, Missouri.

FILMS AND PAPER

SAVE 50%! Guaranteed—fresh color, b&w movie film! 8mm, 16mm. Free catalog! ESO-F, 47th Holly, Kansas City 12, Missouri.

DARK ROOM ACCESSORIES

SAVE your clothes, send $2.00 for 27x43 Rubberized Dark Room And Laboratory Apron, Postpaid. Lab - King 10351 Forest, Chicago 28, Ill.

COLOR SLIDES

ANTIQUE Automobile Color Slides. 2x2. Illustrated Catalog Free. Universal Slide Co., Box 779X, Beverly Hills, Calif.

SPECIAL—10 slides of Rocky Mountain National Park to introduce 2x2 Wonderslides. Beautiful—Thrilling—Spectacular. Send $3.25 for set number 2.500. Catalog included. Catalog only, with sample slide 25¢. The Stereo Lab, P. O. Box 37, Boulder, Colorado.

UNUSUAL travel colorslides. Interesting travelogue catalogue free—Sample 30¢. Meteor, Box 162, E. Paterson, N. J.

WORLD Museum Art Slides—3 for $1. Catalogs 10¢. Artco, Box 455, Van Nuys, Calif.

BEAUTIFUL Disneyland Originals 2¼x2¼—$1.00, Stereo—75¢, 35mm—35¢. Victor Slides, 2854 W. 9th, L. A. 6, Calif.

BEAUTIFUL Florida Slides — List-Sample 10¢. Florida Colorslides, Box 185, Miami 33.

EXCLUSIVE 35MM Color Slides By Professional Photographers. Highest Quality. Detailed descriptions. Exteriors & Interiors. Paris, Rome, England, Ireland, Switzerland, etc. Also, Athens, India, Bali, Mexico, etc. Catalog "P" Free. Argo Slides, 62 Williams Street, New York 5, N. Y.

HOLY Land And European Shrines. Nativity Grotto, Tomb of Christ, etc. Lourdes, Fatima, Lisieux, Ars, Miraculous Medal, Chartres, Padua, Assisi, Magnificent Mass in St. Peters, Lives of Christ & Mary, Canonization of Pope Pius X. 50-Page Catalog "R" Free. Argo Slides, 62 Williams Street, New York 5, New York.

BEAUTIFUL color slides 10¢ each. Send dime for sample and latest issue, "Slide News." Slide Supply, Box 1031, Canton, Ohio.

RELIVE your vacation. Hundreds of Travel Kodachromes, South, West, & Canada. Free list (sample 30¢). Andrews Slide Service, Box 343, Erwin, Tennessee.

SAMPLE 25 Five $1.00 Also Equipment. Murphree Studio, Hatch, N. Mex.

TRAVELLERS—Complete your collection—order the shots you missed! Choose from 4,000 super Kodachrome slides 2x2 (35mm) from 57 countries, or 1,200 stereos (3D). Name the spot—we have the slide. Send 25¢ (deductible from first order) for 40-page, 4-color illustrated and descriptive catalog. Stereo list free. Ernest P. Wolfe, PSA, 1315 Westwood Blvd., Los Angeles 24, Calif.

SPECIAL! Four beautiful stereos or slides plus catalog, $1.00. J. DuBois, 5880 Hollywood, Hollywood 28, Calif.

FREE lists, travel pictures, many lands. Approval plan. Specify which countries of interest. Eulo Slides, Box 178, Denver 1, Colorado.

155,000 SLIDES in stock insures quick delivery. 10,000 subjects offers wide choice. Production by Captain M. W. Arps, U. S. Navy, retired, insures satisfaction. Send 9¢ (stamps) for new 72 page catalog of United States, Canada, Mexico, and Cuba. If interested other countries add 2¢ for each country requested, as these are separate lists. Worldwide coverage (70 countries) available. RoLoc, Box 1715, Washington 13, D.C.

SAMPLE 25¢. 10 for $1.10. Hopson, 2524 Sichel St., Los Angeles 31, Calif.

50 KODACHROME slides $11.00, lists with sample 35¢. Galloway Library, Box 6953A, Washington 20, D. C.

SLIDES Of The East By Henry Cobb Shaw. White Mountains, Plymouth, Lexington, Boston, Gloucester, Cape Cod, Ausable Chasm, Niagara, New York City, Washington, Williamsburg, Savannah, Charleston, Florida, Quebec, The Gaspe, Bermuda, West Indies. Slides Of The West By Jack Breed. Arizona, California, Colorado, Montana, Utah, Wyoming, National Parks, Indians, Mexico. You have seen these in Arizona Highways, Holiday, National Geographic, Saturday Evening Post, and many others. Outstanding! Send for catalog beautiful 2x2 slides on approval. Pilgrim Productions, 8-3 Bosworth St., Boston 8, Mass.

COLORFUL Colorado—Ten Colorslides $1.00. Others 10c. Eddings, Roberts Avenue, Corning, N. Y.

WE specialize in Western National Parks, Canada and Mexico Kodachromes. Write for approval selection from new catalogue. Douglas Whiteside, Yosemite, California.

SPECTACULAR Alaskan Colored Slides Wild game, gigantic Mountain Massive glaciers, Native Life, Ice breakup, Gold dredging, many others. 10 35MM Slides 4.50, set of 20 slides 8.00, 6 Stereo Slides 4.50, set of 12 8.00. For Speedy Service send remittance to Box 928, College, Alaska.

"BIRTHPLACE Of America—Philadelphia." Send 50 cents for 40 page Kodachrome slides catalog. (Pa. sales tax 2c). Over 100 illustrations with descriptions. Philly-Photos, Box 6221, Philadelphia 36, Pa.

CAMERA REPAIRS

PERFEX repair on Still and Movie model, using genuine replacement parts. (Only authorized Perfex firm in U. S.) Send camera for estimate. International Camera Corp., 846 W. Adams St., Chicago 7, Ill.

GERMAN and American cameras repaired by factory trained technician; B&V Camera Repair Service, 21 E. Van Buren Street, Chicago 5, Ill.

UNIVERSAL (Cinemaster, Mercury, Roamer) still and movie camera repairs. Trained technicians. No projectors. All work guaranteed. Two-week delivery. Estimates sent on all work. International Camera Corp., 846 W. Adams, Chicago 7, Ill.

CANON Cameras—Complete service, all models. Work guaranteed. Send camera for free estimate. International Camera Corp., 846 W. Adams, Chicago 7, Ill.

BRISKIN movie cameras repaired by qualified technicians. All work fully guaranteed. Ten day delivery. International Camera Corp., 846 W. Adams St., Chicago 7, Ill.

QUALITY Camera Repairing. August Camera Repair, 611 N. Harper Ave., Hollywood 48, Calif.

LENSES made and repaired. Hard coating for sharper pictures, faster speed. Recementing, repolishing, light scratches and haze removed. Complete binocular repairing. Guaranteed workmanship. Send lenses or binoculars or write for free estimates. Gould Lens Service, 26M Franklin Ave., Binghamton, N. Y. Free descriptive folder.

COMPUR, Wollensak, Graflex, Supermatic, Ilex, Leica, Prontor, Argus and Robot Shutter Repair Service a Specialty (prompt 24 hours' service). Central States Camera Repairs, 3116 E. Douglas, Wichita 8, Kansas.

EFFICIENT—Fast—Inexpensive Cameras, Movie Cameras, Binoculars, All makes. Free estimate. Modern Technical Supply Co., Dept. PP, 55 West 42nd St., New York 36, N. Y.

BUSINESS OPPORTUNITIES

100% PROFIT. No Investment—Handle quality fotostamps. Amazing glossy photographs, gummed stamp form. Business year 'round. Free samples particulars. American Foto Stamp Co., 103 East 125 St., Dept. P7, New York.

FREE Lancers! Sell your photos to the huge house organ field. 3,000 company publications buy! Payment from $10 to $100 for single photo—and captions. Free information. Gebbie Press Pictures, 151 W. 48, N. Y. C.

FREE Folio "$5,000-$45,000; Vacations Unlimited." Work home spare-time! Haylings—PPY, Carlsbad, California.

HOME Operated Business. New discovery—no competition. We show you how to put reproductions of customers' pictures on jewelry, full or part time. Steady demand thru stores. Details free. Wells Systems, 14042 Euclid Avenue, Cleveland, Ohio.

PHOTOSTAMPS! Your customers will love their photo on stamps! 300% Profit For You. Free sample. National Photostamp Co., Dept. 1, 309 New York Ave., Bklyn, N. Y.

FREE Book "505 Odd Successful Businesses." Work home. Pacific-PPY, Oceanside, California.

HELP WANTED

WANTED Photographer-Distributors of scenic postcards for an allied product. Write Box 392-Y, Elmira, New York.

INSTRUCTION

OIL Coloring Photographs—A fascinating hobby or profitable sideline for those with artistic talent. Learn at home. Easy simplified method. Free booklet. National Photo Coloring School, 835 Diversey Parkway, Dept. 2251, Chicago 14.

PHOTOGRAPHY For Pleasure or profit. Learn at home. Practical basic training. Long established school. Free booklet. American School of Photography, 835 Diversey Parkway, Dept. 2251, Chicago 14.

LEARN Retouching. Complete Home Study Course including all equipment. Easy payments. Money back Guarantee. Full price $21.50. Write for Free literature today. Marshall Art Studios, Dept. X, 3723 Fullerton Ave., Chicago 47, Ill.

YOU can repair and service Leicas, Contaxes, Speed Graphics and other cameras, shutters and photographic equipment easily, quickly and make good money. Big reference service manual shows you how you can. Where to buy your material and stock parts, and how to save money buying your tools and shop equipment to start your own repair shop. Satisfaction or your money back. Write to: E. Valera, P.O. Box 21, Morton Grove, Ill.

LEARN Free how to become Glamour Photographer. Make big profits photographing beautiful models. Opportunities nation-wide. No previous experience or expensive equipment needed. Write for Free Illustrated Success Plan. Harrison's, 1051-C, Magnolia Park Station, Burbank 6, California.

WILL Teach Retouching Anywhere To Ten Students Sponsored By Camera Clubs Or Stores. Homer English, Cr. Photog., Troy, Ohio.

FRANCHISED Camera Repair Shops Needed! Start profitable business with NCRS training. Write National Camera Repair School, Dept. B-7, Englewood, Colorado.

FOR INVENTORS

INVENTORS—If you believe you have an invention, you should find out how to protect it. Send for copy of our Patent Booklet "How to Protect Your Invention" and "Invention Record" form. No obligation. McMorrow, Berman & Davidson, Registered Patent Attorneys, 2444 Victor Building, Washington 1, D. C.

COSTUMES AND PROPS

DANCE, Pin-Up Costumes, Bikinis, Opera Hose, Tights, Catalog 50¢; Quincon, Box 422, Quincy, Mass.

PIN-Up Costumes. Catalog. Glamour Life, P. O. Box 1445, Birmingham 1, Ala.

LEOTARDS, Bikinis, Costumes. Actual Photo illustrations, $1.00. Stan Stanton, Liberty 3, N. Y.

BIKINIS, leotards $2.98. Cover Girl Originals, Dept. PP-7, 776 8th Avenue, New York, N. Y.

SHUTTERBUGS! 5056 Calendar—$1.00* (12 costumes). Pictorial Catalog $1.00* (*Both apply on Merchandise). Finest Portrait Drapes. Pin-Up Swim Suits, Costumes, Bikinis, Lingerie. Maureen of Hollywood, 128 So. Alvarado, Dept. 2, Los Angeles 57, Calif.

ARTS AND CRAFTS

PAINT Oils: Exciting Home Course. $1.00 brings Trial Lesson. Prickett's Windview Studios, Bar Harbor, Maine.

SPORTING GOODS

FREE Catalog—Over 3000 Hard to Find Specialties for Fishermen. Netcraft Company, Dept. PF, Toledo 13, Ohio.

BOOKS AND BIBLIOPHILES

JOHN Friend—Bookfinder Specialist in out-of-print photographic and other books—Speedy Service, Box 179P, Cardiff, Calif.

BIZARRE Book Service, 40 East 23rd St., New York 10, N. Y., Dept. 114. Specialists in Out-Of-Print books. Collectors; write, indicate title, author or subjects desired. Send self-addressed, stamped envelope for reply.

BOOKS, Booklets, stories, arts, novelties, illustrated Comic booklets, 10, $1.00. Catalogues 10¢. Kogan, 1032-P, Church Annex, New York 8, New York.

FREE Book Catalog, 1000 interesting titles. Books Publishing Co., Amityville 1, N. Y.

MISCELLANEOUS

PHOTOGRAPHY For Pleasure or profit. Learn at home. Practical basic training. Long established school. Free booklet. American School of Photography, 835 Diversey Parkway, Dept. 620B, Chicago 14, Illinois.

NEWS photos wanted. For details and application blank for Accredited Press identification card write Accredited Press, Box 148, Lawrence 1, N. Y.

TAPE recorders, tape. Unusual values. Free catalog. Dressner 69-02 P, 174 St. Flushing 65, N.Y.

NEGONTAINERS — glassine, cellophane, slide mounts, releases, embossers, stickers, business cards, negative files, "Press Plates," others. Free Literature, samples. Lutz Co., Box 5, Syracuse 1, N. Y.

INFRA-RED Light Source Filters, $1.75 each Postpaid U.S.A. J. S. Hargrave, Rt. 1, Box 221B, Grand Prairie, Texas.

CARDS, photos, etc., permanently sealed in plastic. $1 each. W. Berman, Box 102, Flatbush Station, Brooklyn 26, N. Y.

MODEL Releases, Adult-minor, 100—$1.00. Elichs, Box 453, Bloomington, Indiana.

RECORDED Tape Music, Recording Tape, Accessories, Discounts. Efsco, 270 Concord, West Hempstead, N. Y.

INTERESTING Unusual Offers. 24-Rare illustrated booklets, all different $1.00. Catalog 10¢. Aladdin Book Co., 210-CF Fifth Ave., New York 10.

GOT a camera? Spare time cash yours. Free details. D. Warco, 2689F Coolidge, Oakland 1, Calif.

INDEX OF ADVERTISERS

Popular Photography, July, 1956

ADVERTISER	PAGE NO.
Air Photo Supply Corp.	145
Allied Impex Corp.	38
American Camera Exchange of New York, Inc.	137
American Optical	111
American School of Photography	144
Ansco	SECOND COVER, 3
Art Center School, The	116
Atkinson Color Print Service	136
Awon Films	106
Bass Inc., Alfred	148
Bass Camera Co.	152
Bell & Howell	8, 9
Brooks Cameras	139
Brooks Institute	150
Brown-Forman Industries	116
Burke & James, Inc.	128
Burleigh Brooks, Inc.	101
Bushnell & Co., Inc., D. P.	46
Camera Import Corporation	147
Canon Camera Company, Inc.	27
Central Camera Company	127
Cinema Products	116
Cohen's Exchange, Inc., Abe	113
Color King Labs	36
Columbian Enameling & Stamping Co., Inc.	152
Davidson Manufacturing Co.	114
Delpro Sales Co.	144
Delta Photo Supply	126
Dowling's Fifth Avenue	14, 15, 16, 17, 18, 19, 20, 21
Eastman Kodak Company	FOURTH COVER, 98, 99
Edixa Camera Works, Wirgin Brothers	31
Edmund Scientific Corp.	160
Elgeet Optical Company, Inc.	5
Enteco Industries, Inc.	30
Exakta Camera Company	11
F R Corporation, The	24
Freestyle Sales Co.	102
General Electric	THIRD COVER
Germain School of Photography	152
Golden Gate Color Prints	136
Graflex, Inc.	4
Grand Central Camera	128, 129
Haber & Fink, Inc.	120
Hamilton House	28
Heiland	13
Hollywood Camera Company	34
Kalimar Inc.	12
Kinnard Co.	138
Klein, Sid	142
Kling Photo Corp.	110, 140
Konica Camera Co.	140
Leitz Inc., E.	22, 23
Marshall Mfg. Co., Inc., John G.	10
Minicord Camera Co.	148
Minifilm Camera Corp.	141
Minolta Cameras	108, 109
Model Film Labs	126
National Camera Repair School	148
National Photo Lab	144
Nega File Co., The	110
New York Institute of Photography	29
Nikon Incorporated	49
Olden Camera & Lens Co.	32, 33
Paillard Products, Inc.	51
Peerless Camera Stores	40, 41, 42, 43, 44
Penn Camera	117
Photographic Importing & Distributing Corp.	136, 144
Polaroid Corp.	103
Popular Photography	134, 135, 149, 150, 151
Quick-Set, Inc.	122
Rabinovitch Photography Workshop	136
Ray-Vogue	116
Revere Camera Co.	121
Riken Optical Industries, Ltd.	146
Ritz Camera Centers	124, 125
Rochester Laboratory	132
Russ Color Club	48
Sawyer's Inc.	128
School of Modern Photography	47
Solar	138
Spiratone, Inc.	123, 146
Standard Camera Corporation	25
Sterling-Howard	7
Superior Bulk Film Company	132
Supreme Photo Supply Co.	107
Sylvania Electric Products, Inc.	115
T V Workshop	148
Thru The Lens Tours	152
Tiffen Marketing Co.	112
U. S. Photo Supply Co.	35
Wall St. Camera Exch.	143
Weston Electrical Instrument Corporation	39
Willoughbys	104, 105, 112, 133
Wollensak Optical Co.	26
Zeiss Inc., Carl	37
Zunow Optical Co.	45

SENSATIONAL OPTICAL BARGAINS

. . . See the Stars, Moon, Planets Close Up!

ASSEMBLE A BIG 100 POWER 3" REFLECTING TELESCOPE

. . . with this Complete 87 Piece "Do-it-yourself" Kit

KIT INCLUDES . . .

- 3" f/10 Aluminized and Overcoated Spherical Mirror
- 60X Eyepiece and 100X Barlow Lens
- Crossline Finder
- Sturdy 40" Tripod
- Fork type Equatorial Mount with Locks on Both Axes
- Ventilated 3" Mirror Mount
- Heavy Wall, Black Telescope Tube

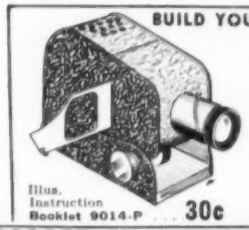
▶ This is an actual photograph of the moon taken through our Astronomical Telescope by a 17-year-old student.

Everything You Need! No Machining! Easily Assembled! We furnish complete, simple instructions.

A 9 year old child can assemble this fine, powerful instrument. All nuts and bolts supplied. Nothing extra to buy. Our 3" spherical mirror (30" f.l.) is guaranteed to resolve detail right up to theoretical limit. Hard wood tripod has cast iron head, all holes drilled and tapped, all machine finished. Other parts made from 1/8" thick steel—ready to assemble. Smoothly functioning equatorial mount locks on both polar and declination axes. Polar axis at 40 degrees; latitude adjustment made with tripod legs. Telescope tube has special, black, glare reducing liner. Eyepiece has slide focusing adjustment. Mirror attaches on new type mounting with pressure-sensitive adhesive tape eliminating distortions. Parts zinc plated to prevent rust. Your finished scope can also be used terrestrially. Money back guarantee.

Stock No. 85,025-P (Shipping weight—10 lbs.) . . . . . **$29.50 f.o.b. Barrington, N. J.**

BUILD YOUR OWN! 35mm. Slide Projectors



Thousands of our customers have made their own projectors. Excellent results! Money saved! NOTE: We do not furnish metal parts except Kit #50,104-P contains mounted projection lens and focusing tube.

STOCK NO. 50,104-P . . . . . **$6.50** pstpd.
Contains F/3.5 anastigmat projection lens in focusing tube, 2 condensers, heat absorbing glass, full instructions.

STOCK NO. 4029-P . . . . . **$2.85** pstpd.
2 unmounted achromats for projecting lens, 2 condensers, heat absorbing glass.

Illus. Instruction Booklet 9014-P . . . **30c**

Take Telephoto Shots Thru 7 x 50 MONOCULAR

This is fine quality, American made instrument—war surplus! Actually 1/2 of U.S. Govt. 7 x 50 Binocular. Used for general observation both day and night and to take fascinating telephoto shots with your camera. Brand new. $95 value. Due to Japanese competition we close these out at a bargain price.

Stock No. 80,003-P . . . . . **$15.00 Pstpd.**

IMPORTED MICROSCOPE

50, 150, 300 Power

3 color-corrected cemented achromatic objectives give you far superior results to the single lenses found in $9.95 microscopes. Fine focusing. Definition is amazingly clear. The greatest microscope bargain on the market! 1 Ocular, 3 objective Lenses, Rack and Pinion Focusing, Revolving Disc-Light, Adjustable Mirror, Square Stage (2 3/4" x 2 5/8") with Slide Clamps. Hardwood case included.

TRY IT FOR 10 DAYS . . . money back if not delighted. Accessory Eyepieces and Objective available.

Stock No. 70,008-P . . . . . **$14.95 Postpaid**

FIRST SURFACE MIRRORS

40,040-P	2 x 3"	$0.75 Pstpd.
40,041-P	3 x 4"	1.25 Pstpd.
40,042-P	4 x 5"	1.80 Pstpd.
40,043-P	5 x 7"	3.15 Pstpd.
40,067-P	8 x 10"	5.50 Pstpd.

PORTABLE 35MM SLIDE VIEWER

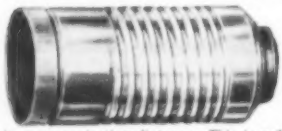
Projection Type! Build it yourself. Write for FREE PLAN SHEET—and list of available parts! Send your name and address—request Bulletin 35-P.

NEW! BUILD A SOLAR ENERGY FURNACE!

A fascinating new field. You can build your own Solar Furnace for experimentation—many practical uses. It's easy—inexpensive. We furnish instruction sheet. This sun powered furnace will generate terrific heat—produces many unusual fusing effects. Sets paper aflame in seconds.

Stock No. 80,040-P—Fresnel Lens, size 11 3/4" x 16 1/2"—fl. 19" . . . . . **$3.50 Postpaid**

1/1.4 16mm MOVIE PROJECTION LENS



F. L. only 1" . . . or 1/2 that of standard 16mm projecting lens. Gives you a big picture—4 times the size normally obtained in same projecting distance. This is a 6 element coated lens manufactured for use in an expensive Juke Box Projector. Would normally retail for about $30.00. Lens unit mounted in a standard sleeve with an O. D. of 1 5/16" which fits most 16mm projectors. Brass tubing available to change O. D. for adapting to other sizes from 1" to 1 1/2". Direction sheet included. Back of this lens must come to within 5/16" of film. Excellent for making your own projector taking Viewmaster-size film, or for making a contour projector.

Stock No. 30,119-P . . . . . **$9.50 Pstpd.**
Sleeve Adapter 1" O. D.
Stock No. 40,126-P . . . . . **$1.00 Pstpd.**

Great Telephoto Shots thru this M-17 8-POWER ELBOW TELESCOPE

$200 Value for Only $12.50 Postpaid

Big 2" Objective—Kellner Eyepiece—Amici Erecting Prism—4 Built-in Filters—Reticle Illumination. This is the same Telescope being used to track guided missiles. Terrific for taking telephoto shots. We furnish direction sheet on how you can adapt cameras with removable lenses. This scope also excellent for finder on an astronomical telescope. Ideal for use as a mounted telescope for terrestrial observation. The focusing 28-mm F.L. eyepiece alone is worth more than $12.50. Excellent resolving power and definition. Adjustable focus from 15 feet to infinity. These instruments are in good condition—practically new.

Stock No. 70,065-P . . . . . **$12.50 Postpaid**

IRIS DIAPHRAGM

Imported from Germany. Low cost. Use for building enlargers, cameras, optical instruments, etc. With handle. O.D. 2 1/4". Maximum aperture—1 5/8". Minimum aperture—1/8".

Stock No. 30,118-P . . . . . **$4.50 P.P.**

NEW! STATIC ELECTRICITY GENERATOR

See a thrilling spark display as you set off a miniature bolt of lightning. Absolutely safe and harmless. Sturdily made—stands 14" high. Turn the handle and two 9" plastic discs rotate in opposite directions. Metal collector brushes pick up the static electricity, store it in the Leyden jar type condenser until discharged by the jumping spark. Countless tricks and experiments. Instruction booklet included.

Stock No. 70,070-P . . . . . **$10.95 Postpaid**

INSTRUCTION BOOKLETS

Easy to follow—accurate—8 1/2 x 11 page size—many illustrations. Do-it-yourself—Save and have Fun!

	Stock. No.	Price Pstpd.
How to Build Projectors	9014-P	30c
Hometoilt Telescopes	9006-P	40c
Method to Clean Precision Optics	9024-P	15c
Hometoilt Riflescopes	9018-P	40c
NEW—JUST ISSUED		
How to Condense and Project Light with Lenses	9044-P	75c
Reticles and Their Uses	9039-P	45c
ULTRA CLOSE-UP Photography	9042-P	60c
Infra-red Light and Its Uses	9040-P	75c
Homemade Stereo-Adapters	9032-P	30c
Homemade Stereo-Viewers	9034-P	30c
Photo Micrography with Pen Microscope	9029-P	10c
Dummy Cameras	9035-P	20c
Collimating Systems	9047-P	35c
"Building a Condenser Enlarger"	9038-P	40c

"ALL ABOUT TELEPHOTO LENSES"
21 pages—wealth of information, diagrammed instructions. Tells how to build Telephoto attachments—how to use them. Lots of other good dope on Telephotography.
Stock #9036-P . . . . . **60c Pstpd.**

MAKE YOUR OWN PHOTO ELECTRIC EXPOSURE METER

Use this self-generating Selenium Sun Battery (photocell).
Stock No. 30,193-P . . . . . **$2.50 Pstpd.**

New! 2 in 1 Combination! Pocket-Size 50 POWER MICROSCOPE and 10 POWER TELESCOPE

ONLY **$4.50** ppd.

Useful Telescope and Microscope combined in one amazing, precision instrument. Imported! No larger than a fountain pen. Telescope is 10 Power. Microscope magnifies 50 Times. Sharp focus at any range. Handy for sports, looking at small objects, just plain snooping.

Order Stock #30,059-P. $4.50 ppd. Send Check or M.O.

Satisfaction Guaranteed!

SIMPLE LENS KITS!

Fun for adults! Fun for children! Kits include plainly written, illustrated booklet showing how you can build lots of optical items.

Stock No. 2-P	—10 lenses	$ 1.00 Postpaid
Stock No. 5-P	—45 lenses	$ 5.00 Postpaid
Stock No. 10-P	—80 lenses	$10.00 Postpaid

WRITE FOR FREE CATALOG-P

Huge selection of lenses, prisms, war surplus optical instruments, parts and accessories. Telescopes, microscopes, binoculars. Hand spectroscopes, reticles, mirrors, Ronchi rulings, dozens of other hard-to-get optical items. America's No. 1 source of supply for Photographers, Hobbyists, Telescope Makers, etc.

Ask for catalog P

ORDER BY STOCK NUMBER . SEND CHECK OR MONEY ORDER . SATISFACTION GUARANTEED!

EDMUND SCIENTIFIC CORP., BARRINGTON, NEW JERSEY

WITH THE GENERAL ELECTRIC PR-1 EXPOSURE METER

no need to watch the scale to take a reading!

NO other meter gives you a feeling of so much confidence . . . for sure-shooting accuracy! Because invaluable pointer lock of General Electric PR-1 *holds your light reading.*

No need for a telescope or stepladder to help you see the scale, when you reach for a close-up reading. Just aim PR-1, release the button, and there's your light reading . . . you could do it blind-folded! Turn trident to pointer, and PR-1 gives you exact setting for perfect pictures every time.

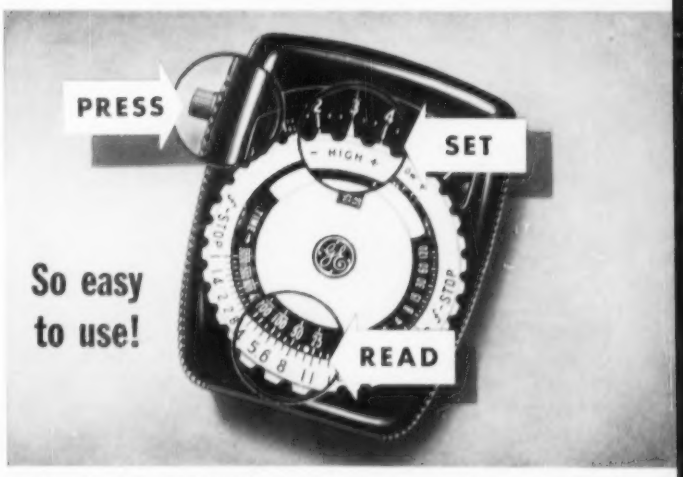
Many other features add to your PR-1 advantages—Automatic range shift for bright light or dim—Trident analyzer for critical exposures—Expanded scale for greater accuracy—Movies and stills on same dial.

See the "meter with a memory"... the General Electric PR-1 exposure meter ... at your photo dealer's *today!* **$32.50***

Handy, snap-on hood for reading incident light $1.50*

FOR FREE LEAFLET containing more information on PR-1, write General Electric Company, Section 585-14B, Schenectady 5, N. Y.

*Fair Traded



PR-1 GIVES YOU SUPERIOR ACCURACY. And it's so easy to use. Just *press, set, read* . . . for correct exposure. Gives you convenient, one-hand operation. Big, ASA-calibrated dial has clear numbers for faster reading, too.

Progress Is Our Most Important Product

GENERAL ELECTRIC

From a Flexichrome print

Happy choices for any season . . .

Kodachrome, new Ektachrome, new Kodacolor Film and *four* kinds of Kodak full-color prints!

What's your preference? Whether it's color transparencies, to view direct or projected, color prints, color enlargements, or color movies, Kodak has all the color materials to meet your special needs, to inspire your skill.

Color transparencies—There's Kodak Ektachrome Film in miniature and larger sizes for successful shooting whenever light-and-action problems arise, for quick and easy processing. There's famous Kodachrome Film for finest detail, crisp brilliance—miniature, exciting stereo, or movies.

Color negatives—The new Kodacolor Film gives you the finest color quality, the utmost convenience, one dual-purpose film for both daylight and clear flash (no conversion filters).

Color prints—Kodak's new Color Print Material, Type C, yields big full-color enlargements direct from Kodacolor negatives in any tungsten-light enlarger. Your dealer can order prints from your Ektachrome, Kodachrome, and Kodacolor shots.

Color any-which-way—The Kodak Flexichrome Process lets you produce color prints even from black-and-white shots, with the color manipulated any way you choose.

Talk to your Kodak dealer about what's new in color. Or, write to our Sales Service Department. They've more answers than you have questions.

Kodak
TRADE MARK

EASTMAN KODAK COMPANY, Rochester 4, N.Y.